

# China Internet Banking Industry Report (2016–2021), Market Prospect and Investment Strategy Planning

## 目 录

### CONTENTS

#### Chapter 1: Summary of investment of Internet banking industry

- 1.1 related overview of Internet banking
  - 1.1.1 definition of Internet banking in the report
  - 1.1.2 two industrial sectors of Internet banking
  - 1.1.3 three core elements of Internet banking
- 1.2 analysis of barriers to enter Internet banking industry
  - 1.2.1 qualification barrier
  - 1.2.2 funding barrier
  - 1.2.3 technical barrier
  - 1.2.4 barrier of user community
- 1.3 analysis of investment benefit of Internet banking industry
  - 1.3.1 economic benefit of Internet banking industry
  - 1.3.2 social benefit of Internet banking industry
- 1.4 development opportunities and challenges of Internet banking industry
  - 1.4.1 analysis of problems of Internet banking
  - 1.4.2 analysis of opportunities of SME financing market

#### Chapter 2: Analysis of development environment of Internet banking industry

- 2.1 analysis of regulatory environment of Internet banking industry
  - 2.1.1 regulatory form of Internet banking industry
  - 2.1.2 regulatory policy of Internet banking industry
  - 2.1.3 prospects of regulatory trends of Internet banking
- 2.2 analysis of economic environment of Internet banking industry
  - 2.2.1 analysis of cycle of Internet industry
  - 2.2.2 analysis of cycle of financial sub-sectors
- 2.3 analysis of other environments of Internet banking industry
  - 2.3.1 impact of consumer behavior on the industry
  - 2.3.2 impact of development of information and communication technology on the industry
  - 2.3.3 impact of social credit environmental changes on the industry

#### Chapter 3: Analysis of support system of Internet banking industry

- 3.1 review of core system of Internet banking industry
  - 3.1.1 analysis of payment system of Internet banking industry
    - (1) analysis of technology base of Internet banking payment
    - (2) development trends of Internet banking payment system
  - 3.1.2 information processing system of Internet banking industry
    - (1) information processing model of Internet banking industry
    - (2) information processing composition structure of Internet banking
  - 3.1.3 resource allocation system of Internet banking industry
    - (1) resource allocation model of Internet banking industry
    - (2) case of resource allocation of Internet banking industry
- 3.2 analysis of data system of Internet banking industry
  - 3.2.1 analysis of application of cloud computing services
  - 3.2.2 analysis of application of big data services
    - (1) objects of application of big data Internet banking
    - (2) competition pattern of big data services
    - (3) impact of big data services on Internet banking
  - 3.2.3 impact of search engines on Internet banking
    - (1) analysis of scale of search engine market
    - (2) analysis of scale of request volume of search engine
    - (3) analysis of scale of search engine users

(4) analysis of market pattern of search engine

### **3.3 analysis of platform system of Internet banking industry**

#### **3.3.1 analysis of development pattern of E-commerce platform**

- (1) analysis of structure of customer of e-commerce platform
- (2) analysis of competition pattern of e-commerce market
- (3) analysis of advantages of leading e-commerce enterprises
- (4) analysis of investment and M & A of E-commerce industry

#### **3.3.2 analysis of development pattern of social networking platform**

- (1) analysis of ranking of traffic statistics of social networking
- (2) analysis of competition pattern of social networking market
- (3) analysis of advantages of leading social networking enterprises
- (4) analysis of investment and M & A of social networking platform

#### **3.3.3 analysis of development pattern of third-party payment platform**

- (1) analysis of scale of third-party payment market
- (2) share of third-party payment market segments
- (3) analysis of scale of third-party payment users
- (4) competition pattern of third-party payment market
- (5) analysis of investment and M & A of third-party payment enterprises

#### **3.3.4 analysis of development pattern of information service platform**

- (1) analysis of competition pattern of portal websites
- (2) analysis of investment and M & A of portal websites

### **3.4 analysis of mobile Internet support system**

#### **3.4.1 mobile Internet hardware configuration**

- (1) analysis of smart phone penetration
- (2) analysis of tablet PC penetration

#### **3.4.2 development of mobile payment platform**

#### **3.4.3 analysis of ranking of mobile software usage**

#### **3.4.4 development trends of mobile Internet**

- (1) development trends
- (2) forecast

### **3.5 analysis of Internet banking industry 's financial system**

#### **3.5.1 analysis of comparison of operating effectiveness of financial institutions**

#### **3.5.2 analysis of features of risk management of financial institutions**

## **Chapter 4: Analysis of investment prospects of key market segments of Internet banking**

### **4.1 analysis of investment prospects of Internet banking market**

- 4.1.1 analysis of challenges facing traditional banks
- 4.1.2 analysis of scale of operation of Internet banking market
- 4.1.3 service model of banks' Internet banking
- 4.1.4 analysis of current situation of Internet banking services
- 4.1.5 development direction of the next generation of Internet banking
- 4.1.6 forecast of investment of Internet banking market
  - (1) analysis of profit scale of commercial bank
  - (2) forecast of market capacity of Internet banking

### **4.2 analysis of investment prospects of network insurance market**

- 4.2.1 analysis of the extent of electronization of network insurance
- 4.2.2 analysis of scale of trade market of network insurance
- 4.2.3 analysis of risk to develop network insurance service
- 4.2.4 analysis of investment and M & A of Internet and insurance
- 4.2.5 experience of foreign network insurance industry
- 4.2.6 forecast of investment of network insurance market

### **4.3 analysis of investment prospects of network securities market**

- 4.3.1 analysis of the extent of electronization of brokerage business
- 4.3.2 analysis of scale of trade market of network securities
- 4.3.3 analysis of operation of subdivided services of network securities
- 4.3.4 analysis of risk to develop network securities service
- 4.3.5 experience of foreign network securities industry
- 4.3.6 forecast of investment of network securities market

### **4.4 analysis of investment prospects of network fund market**

- 4.4.1 analysis of the extent of electronization of fund business

- 4.4.2 analysis of scale of trade market of network fund
- 4.4.3 analysis of development dilemma of network fund service
- 4.4.4 analysis of investment and M & A of Internet and fund
- 4.4.5 experience of foreign network fund industry
- 4.4.6 forecast of investment of network fund market
- 4.5 analysis of investment prospects of network lending market**
  - 4.5.1 analysis of the investment threshold of network lending industry
  - 4.5.2 analysis of the regulatory environment of network lending industry
  - 4.5.3 scale of development of network lending industry
  - 4.5.4 operating efficiency of network lending industry
  - 4.5.5 analysis of development bottleneck of network lending industry
  - 4.5.6 experience of foreign development of network lending
  - 4.5.7 forecast of investment of network lending market

## **Chapter 5: analysis of investment prospects of subdivided market of mobile Internet banking**

- 5.1 analysis of investment prospects of mobile banking market**
  - 5.1.1 comparison of transaction cost of banking channels
  - 5.1.2 analysis of development situation of mobile banking
  - 5.1.3 analysis of software market of mobile banking
  - 5.1.4 development model of mobile banking service
  - 5.1.5 development prospect of mobile banking
- 5.2 analysis of investment prospects of mobile securities market**
  - 5.2.1 analysis of coverage of mobile securities
  - 5.2.2 analysis of software market of mobile securities
  - 5.2.3 analysis of trading products of mobile securities
  - 5.2.4 development model of mobile securities service
  - 5.2.5 development prospect of mobile securities service
- 5.3 analysis of investment prospects of mobile insurance market**
  - 5.3.1 status quo of launch of mobile insurance supermarket
  - 5.3.2 analysis of sales of mobile insurance products
  - 5.3.3 development model of mobile insurance service
  - 5.3.4 development prospect of mobile insurance service
- 5.4 analysis of investment prospects of mobile fund market**
  - 5.4.1 analysis of coverage of mobile fund
  - 5.4.2 analysis of software market of mobile fund
  - 5.4.3 analysis of trading products of mobile fund
  - 5.4.4 development model of mobile fund service
  - 5.4.5 development prospect of service

## **Chapter 6: Analysis of convergence path of main bodies of Internet banking industry**

- 6.1 analysis of status quo of operation of Internet banking**
  - 6.1.1 exclusive effects of Internet and finance
  - 6.1.2 analysis of business model of Internet banking
  - 6.1.3 developments of product design of Internet banking
  - 6.1.4 analysis of innovation service of Internet banking
- 6.2 SWOT analysis of Internet banking industry**
  - 6.2.1 analysis of advantages of Internet banking industry
  - 6.2.2 analysis of disadvantages of Internet banking industry
  - 6.2.3 analysis of opportunity of Internet banking industry
  - 6.2.4 analysis of threat of Internet banking industry

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：[service@qianzhan.com](mailto:service@qianzhan.com)

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！