

China Electric Heater Industry Report (2016–2021), Development Prospect, Transformation & Upgrading

目 录

CONTENTS

Chapter 1: Overview of electric heater industry and analysis of the external environment

1.1 overview of development of the industry

- 1.1.1 definition and advantages of electric heating
- 1.1.2 definition and principles of electric heater
- 1.1.3 classification of products of electric heater industry
 - (1) by heating materials
 - (2) by product hierarchy
 - (3) by different use
 - (4) by specific criteria

1.2 analysis of policy environment of the industry

- 1.2.1 departments in charge of the industry
- 1.2.2 related standards of the industry
- 1.2.3 interpretation of related policies of the industry

1.3 analysis of economic environment of the industry

- 1.3.1 analysis of the international macro economic environment
 - (1) status quo of the international macro economy
 - (2) prediction of the international macro economy
- 1.3.2 analysis of the domestic macro economic environment
 - (1) status quo of the domestic macro economy
 - (2) prediction of the domestic macro economy
- 1.3.3 impact of macro economy on the industry
 - (1) impact of macro economy on the upstream industry
 - (2) impact of macro economy on the downstream industry
 - (3) impact of macro economy on the industry

1.4 analysis of technical environment of the industry

- 1.4.1 technical level of the industry and characteristics
- 1.4.2 focus of research of industry technology
 - (1) performance, reliability and working life of electric heater
 - (2) research of innovative structure of electric heater
 - (3) stability control, security and control accuracy of electric heating system
 - (4) surface resistant coating of electric heater and technical research
 - (5) research of dedicated electric heater in special areas
 - (6) studies of special high-end electric heating products
- 1.4.3 development trends of industry technology

1.5 analysis of industrial chain of the industry

- 1.5.1 analysis of industrial chain of the industry
- 1.5.2 operation of stainless steel market and its impact on electric heater industry
 - (1) analysis of status quo of development of stainless steel industry and price trend
 - (2) impact of development of stainless steel industry on electric heater industry
- 1.5.3 operation of gold market and its impact on electric heater industry
 - (1) status quo of development of hardware industry
 - (2) impact of development of hardware industry on electric heater industry
- 1.5.4 operation of plastics market and its impact on electric heater industry
 - (1) status quo of development of plastics market
 - (2) impact of development of plastics industry on electric heater industry

Chapter 2: Status quo of development of electric heater industry and competitive landscape

2.1 analysis of status quo of development of the industry

- 2.1.1 analysis of development process of the industry

- (1) generation stage
- (2) development stage
- (3) improvement stage
- (4) development of electric heater in China
- 2.1.2 overview of overall development of the industry
- 2.1.3 major characteristics of development of the industry
- 2.1.4 analysis of operation of the industry
 - (1) analysis of profit level of the industry
 - (2) reasons for change of profit level of the industry
 - (3) trends of change of profit level of the industry
- 2.1.5 problems of development of the industry
- 2.1.6 influencing factors of development of the industry
 - (1) favorable factors
 - (2) unfavorable factors
- 2.2 analysis of competitive landscape of the industry**
 - 2.2.1 overall competitive landscape of the industry
 - 2.2.2 analysis of bargaining power of the industry
 - 2.2.3 analysis of potential treats of the industry
 - 2.2.4 analysis of mergers and acquisitions of the industry
 - (1) overview of mergers and acquisitions of the industry
 - (2) developments of mergers and acquisitions of the industry
 - (3) trends of mergers and acquisitions of the industry
- 2.3 analysis of import and export markets of the industry**
 - 2.3.1 analysis of export of the industry
 - (1) analysis of export of the industry in 2012年以来
 - (2) analysis of export of the industry in.....2013
 - 2.3.2 analysis of import of the industry
 - (1) analysis of import of the industry in 2012年以来
 - (2) analysis of import of the industry in.....2013
 - 2.3.3 forecast of import and export of the industry
 - (1) forecast of import of the industry
 - (2) forecast of export of the industry

Chapter 3: Analysis of operation of leading enterprises of electric heater industry

- 3.1 analysis of the overall development of enterprises**
 - 3.1.1 ranking of scale of enterprises of the industry
 - (1) ranking of scale of production
 - (2) ranking of sales volume
 - (3) ranking of total profit
 - 3.1.2 analysis of output value of new products of enterprises of the industry
 - 3.1.3 analysis of comprehensive competitiveness of enterprises of the industry
 - (1) description of principal component analysis
 - (2) evaluation index of comprehensive competitiveness of enterprises
 - (3) overall competitiveness ranking of enterprises
- 3.2 case study of operation of leading enterprises of the industry**
 - 3.2.1 Zhenjiang Dongfang Electric Heating Technology Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's organizational structure
 - (3) analysis of the company's product structure
 - (4) analysis of the company's R&D capability
 - (5) analysis of the company's business model
 - (6) analysis of the company's operation mode
 - (7) analysis of the company's major customers
 - (8) analysis of the company's operation
 - 1) analysis of major economic indicators
 - (9) analysis of the company's profitability capability
 - (10) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (11) analysis of advantages and disadvantages of the company

- (12) analysis of investment, merger and restructuring of the company
- (13) the company's future development planning
- 3.2.2 Sino-Japan Electric Heater Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - 1) subsidiary- Sino-Japan Electric Heater (Xiamen) Co., Ltd.
 - 1. analysis of the company's capabilities of production and marketing
 - (3))analysis of the company's profitability capability
 - (4))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (5) analysis of advantages and disadvantages of the company
- 3.2.3 Tamman Electric Appliance Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's business model
 - (4) analysis of the company's sales channels
 - (5) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (6))analysis of the company's profitability capability
 - (7))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (8) analysis of advantages and disadvantages of the company
- 3.2.4 Hangzhou Zoppas Industries Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's major customers
 - (4) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (5))analysis of the company's profitability capability
 - (6))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (7) analysis of advantages and disadvantages of the company
- 3.2.5 Hangzhou Kawai Electric Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's business model
 - (4) analysis of the company's sales channels
 - (5) analysis of the company's major customers
 - (6) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (7))analysis of the company's profitability capability
 - (8))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (9) analysis of advantages and disadvantages of the company
- 3.2.6 Huaneng Wuxi Electric Equipment Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's organizational structure
 - (3) analysis of the company's product structure
 - (4) analysis of the company's R&D capability
 - (5) analysis of the company's business model
 - (6) analysis of the company's sales channels
 - (7) analysis of the company's major customers
 - (8) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (9))analysis of the company's profitability capability

- (10))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
- (11) analysis of advantages and disadvantages of the company
- 3.2.7 Wuxi Hengye Electric Appliance Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (8))analysis of the company's profitability capability
 - (9))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (10) analysis of advantages and disadvantages of the company
- 3.2.8 Wuxi OAK Electric Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's business model
 - (4) application area of the company's products
 - (5) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (6))analysis of the company's profitability capability
 - (7))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (8) analysis of advantages and disadvantages of the company
- 3.2.9 Chongqing Century Jinxin Industry (Group) Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's production base
 - (3) analysis of the company's product structure
 - (4) analysis of the company's business model
 - (5) analysis of the company's major customers
 - (6) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (7))analysis of the company's profitability capability
 - (8))analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (9) analysis of advantages and disadvantages of the company
 - (10) analysis of investment, merger and restructuring of the company
- 3.2.10 Shunde Beijiao Headway Electric Heat Components CO.,Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of advantages and disadvantages of the company
- 3.2.11 Suzhou Xinye Electronics Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers

- (7) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
- (8) analysis of the company's profitability capability
- (9) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
- (10) analysis of advantages and disadvantages of the company
- 3.2.12 Shenzhen Longfengsheng Machinery Manufacturing Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (8) analysis of the company's profitability capability
 - (9) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (10) analysis of advantages and disadvantages of the company
- 3.2.13 Jiangsu Shunfa Thermal Power Generation Materials Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (7) analysis of the company's profitability capability
 - (8) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (9) analysis of advantages and disadvantages of the company
- 3.2.14 Guangzhou Shichao Special Ceramics Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of advantages and disadvantages of the company
- 3.2.15 Jiangsu Xinhua Alloy Electric Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (8) analysis of the company's profitability capability
 - (9) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (10) analysis of advantages and disadvantages of the company
 - (11) analysis of investment, merger and restructuring of the company
 - (12) analysis of the company's latest development trend
- 3.2.16 Zhongshan Jinjiang Electric Components Co., Ltd.
 - (1) brief introduction of the company's development

- (2) analysis of the company's product structure
- (3) analysis of the company's R&D capability
- (4) analysis of the company's business model
- (5) analysis of the company's sales channels
- (6) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
- (7) analysis of the company's profitability capability
- (8) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
- (9) analysis of advantages and disadvantages of the company
- 3.2.17 Zhongtai Electric Heating (shenzhen) Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (4) analysis of the company's profitability capability
 - (5) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (6) analysis of advantages and disadvantages of the company
- 3.2.18 Haiyan Baibu Jinyi Electric Appliance Factory
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's business model
 - (4) analysis of the company's sales channels
 - (5) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (6) analysis of the company's profitability capability
 - (7) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (8) analysis of advantages and disadvantages of the company
- 3.2.19 Zhenjiang Huyang Electric Sets Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of advantages and disadvantages of the company
- 3.2.20 Yangzhong Weiyu Power Equipment Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (8) analysis of the company's profitability capability
 - (9) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (10) analysis of advantages and disadvantages of the company
- 3.2.21 Nanjing Lishui Best Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability

- (4) analysis of the company's business model
- (5) analysis of the company's sales channels
- (6) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
- (7) analysis of the company's profitability capability
- (8) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
- (9) analysis of advantages and disadvantages of the company
- 3.2.22 Taizhou Taiyi Thermal Electric Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (7) analysis of the company's profitability capability
 - (8) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (9) analysis of advantages and disadvantages of the company
 - (10) analysis of the company's latest development trend
- 3.2.23 Zhenjiang Huarong Electrical Equipment Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's business model
 - (4) analysis of the company's sales channels
 - (5) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (6) analysis of the company's profitability capability
 - (7) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (8) analysis of advantages and disadvantages of the company
- 3.2.24 Zhenjiang Tianxin Electric Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) analysis of the company's major customers
 - (7) analysis of the company's operation
 - 1) analysis of the company's capabilities of production and marketing
 - (8) analysis of the company's profitability capability
 - (9) analysis of the company's operation capability
 - 1) analysis of the company's solvency capability
 - 2) analysis of the company's development capability
 - (10) analysis of advantages and disadvantages of the company
- 3.2.25 Zhangjiagang Zhongyuan Pipe Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's product structure
 - (3) analysis of the company's R&D capability
 - (4) analysis of the company's business model
 - (5) analysis of the company's sales channels
 - (6) application area of the company's products
 - (7) analysis of advantages and disadvantages of the company
- 3.2.26 Shenzhen Tongli Machinery Technology Co., Ltd.
 - (1) brief introduction of the company's development

- (2) analysis of the company's product structure
 - (3) analysis of the company's business model
 - (4) analysis of the company's sales channels
 - (5) analysis of advantages and disadvantages of the company
- 3.2.27 Yangzhou Huafa Electric Co., Ltd.

- (1) brief introduction of the company's development
- (2) analysis of the company's product structure
- (3) analysis of the company's R&D capability
- (4) analysis of the company's business model
- (5) analysis of the company's sales channels
- (6) analysis of advantages and disadvantages of the company

Chapter 4: Analysis of application fields and demand of electric heater industry

4.1 distribution of main application areas of the industry

4.2 analysis of application of electric heater in civilian areas and demand

4.2.1 main application areas of household electric heater

4.2.2 analysis of demand for electric heater in air conditioning industry

- (1) status quo of development of air conditioning industry
- (2) application of electric heater in air conditioning industry
- (3) competitive landscape of electric heater in the field of air conditioning
- (4) forecast of demand for electric heater in air conditioning industry

4.2.3 analysis of demand for electric heater in cold chain industry

- (1) status quo of development of cold chain industry
- (2) application of electric heater in cold chain industry
- (3) competitive landscape of electric heater in cold chain industry
- (4) forecast of demand for electric heater in cold chain industry

4.2.4 Other areas of civilian electric heater needs analysis of demand for electric heater in other civilian areas

4.3 analysis of application of electric heater in industrial areas and forecast

4.3.1 main application areas of industrial electric heater

4.3.2 analysis of demand for electric heater in the field of polysilicon

- (1) analysis of development of polysilicon industry
 - 1) status quo of development of PV industry and planning
 - 2) status quo of development of polysilicon industry
 - 3) analysis of technical level of polysilicon
 - 4) reform plan of polysilicon technology
- (2) application of electric heater in polysilicon industry
- (3) factors of demand for electric heater in the field of polysilicon
- (4) forecast of demand for electric heater in the field of polysilicon

4.3.3 analysis of demand for electric heater in the field of natural gas, oil field exploration and pipeline

- (1) status quo of development of the industry of natural gas, oil field exploration and pipeline
- (2) application of electric heater in the field of natural gas, oil field exploration and pipeline

(3) competitive landscape of electric heater in the field of natural gas, oil field exploration and pipeline

(4) forecast of demand for electric heater in the field of natural gas, oil field exploration and pipeline

4.3.4 analysis of demand for electric heater in the petrochemical field

- (1) status quo of development of petrochemical industry
- (2) application of electric heater in the petrochemical field
- (3) forecast of demand for electric heater in the petrochemical field

4.3.5 analysis of demand for electric heater in other industrial areas

- (1) analysis of demand for electric heater in the metallurgical field
- (2) analysis of demand for electric heater in the mechanical field
- (3) analysis of demand for electric heater in the ceramic industry
- (4) analysis of demand for electric heater in the nuclear industry
- (5) analysis of demand for electric heater in the shipbuilding industry

4.4 analysis of application of electric heater in other areas and forecast

4.4.1 analysis of demand for electric heater in railway vehicle industry

- (1) status quo of development of railway industry
- (2) application of electric heater in railway vehicle industry
- (3) forecast of demand for electric heater in railway vehicle industry
- 4.4.2 analysis of demand for electric heater in electric vehicle industry
 - (1) status quo of development of electric vehicle industry
 - (2) application of electric heater in electric vehicle industry
 - (3) forecast of demand for electric heater in electric vehicle industry

4.5 forecast of development of electric heater industry

- 4.5.1 analysis of development drivers of the industry
 - (1) better macroeconomic environment
 - (2) push of energy saving
 - (3) progress of technical level
 - (4) application areas continue to expand
- 4.5.2 forecast of development of the industry during the "twelfth-five year" period

Chapter 5: Analysis of opportunities and risks of investment of electric heater industry

5.1 analysis of investment opportunities of the industry

- 5.1.1 analysis of development trends of the industry
- 5.1.2 investment opportunities of subdivided fields of the industry
 - (1) high-end industrial electrical heating products
 - (2) electric heater series for rail passenger locomotives
 - (3) PTC electric heaters for electric cars

5.2 analysis of characteristics of investment of the industry

- 5.2.1 analysis of entry barriers of the industry
- 5.2.2 analysis of profit model of the industry
- 5.2.3 analysis of profit factor of the industry

5.3 analysis of risks of investment of the industry

- 5.3.1 analysis of policy risk of the industry
- 5.3.2 analysis of technical risk of the industry
- 5.3.3 analysis of risk of price fluctuations in raw materials
- 5.3.4 analysis of risk of macro economic fluctuation of the industry
- 5.3.5 analysis of other risks of the industry

5.4 investment trends of the industry and recommendations

- 5.4.1 investment trends of the industry
- 5.4.2 investment proposals for the 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

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！