

China Jewelry Industry Consumption Demand and Market Competition and Investment Forecast Report, 2013–2017

目 录

CONTENTS

CONTENTS

Chapter 1: Development Overview of China Jewelry Industry

1.1 Definition and Classification of Jewelry Industry

- 1.1.1 Concept and Definition of the Industry
- 1.1.2 Major Product Classifications of the Industry
- 1.1.3 Current Stage of the Industry

1.2 Statistics Standards of Jewelry Industry

- 1.2.1 Statistical Department and Caliber of Jewelry Industry
- 1.2.2 Statistical Approach of Jewelry Industry
- 1.2.3 Data Category of Jewelry Industry

1.3 Industry Chain of Jewelry Industry

- 1.3.1 Industry Chain Briefing of Jewelry Industry
 - (1) Industry Chain Overview of Jewelry Industry
 - (2) Influence of the Supply-demand and Price Trend of Upstream Raw Material Market to the

Industry

- (3) Influence of Downstream Consumer Market Trend to the Industry
- 1.3.2 Major Raw Material Market to Jewelry Industry
 - (1) Development and Price Trend of Gold Market
 - (2) Development and Price Trend of Platinum Market
 - (3) Development and Price Trend of Diamond Market
- 1) Market Environment of Jewelry Industry

1.4 Policy Environment of the Industry

- 1.4.1 Management System of the Industry
- 1.4.2 Principle Laws and Regulations of the Industry
- 1.4.3 Relevant Development Planning of the Industry

1.5 Economic Environment of the Industry

- 1.5.1 International Macro-economic Environment
 - (1) Development Status
 - (2) Forecast of the Year of.....2013
 - (3) Influence of International Economy to the Industry
- 1.5.2 Macro-economic Environment in China
 - (1) Operation of Macro-economy
 - (2) Trend Forecast of Macro-economy
 - (3) Influence of the Domestic Economy to the Industry

1.6 Consumption Environment of the Industry

- 1.6.1 Development of Jewelry Retailing Industry
 - (1) Development Status and Trend of the Retailing Industry
 - (2) Development Status and Trend of Jewelry Retailing Industry
- 1.6.2 Residents' Consumption Capability
 - (1) Residents' Disposable Income
 - (2) China Per Capita Jewelry Consumption Potential
 - (3) Female Consumer Group and Demand
- 1.6.3 Growth and Trend of Middle Class Scale
- 1.6.4 Development Status and Trend of Wedding Market
- 1.6.5 Development Status and Trend of Gifts Market
 - (1) Development Status of Jewelry Industry

1.7 Development Status of China Jewelry Industry

- 1.7.1 Development Status and Characteristics of China Jewelry Industry
 - (1) Development Status of Jewelry Industry

- (2) Development Characteristics of Jewelry Industry
- 1.7.2 Operation Status of Jewelry Industry
 - (1) Operational Efficiency of Jewelry Industry
 - (2) Profitability of Jewelry Industry
 - (3) Operation Capability of Jewelry Industry
 - (4) Debt-paying Capability of Jewelry Industry
 - (5) Development Capability of Jewelry Industry

1.8 Economic Indexes of Jewelry Industry

- 1.8.1 Economic Indexes of Jewelry Industry
- 1.8.2 Economic Index of the Corporations in Different Scales
- 1.8.3 Economic Index of the Corporations in Different Natures
- 1.8.4 Economic Index of the Corporations in Different Regions

1.9 Balance between Supply and Demand of Jewelry Industry

- 1.9.1 Supply of China Jewelry Industry
 - (1) Total Output Value of China Jewelry Industry
 - (2) Finished Products of China Jewelry Industry
- 1.9.2 Supply of Regional Jewelry Industry
 - (1) Top 10 Regions of Total Output Value
 - (2) Top 10 Regions of Finished Products
- 1.9.3 Demand of China Jewelry Industry
 - (1) Sales Value of China Jewelry Industry
 - (2) Sales Revenue of China Jewelry Industry
- 1.9.4 Demand of Regional Jewelry Industry
 - (1) Top 10 Regions of Sales Value
 - (2) Top 10 Regions of Sales Revenue
- 1.9.5 Production and Marketing Ratio of China Jewelry Industry

1.10 Import and Export Market of Jewelry Industry

- 1.10.1 Overall Imports and Exports of Jewelry Industry
- 1.10.2 Exports of Jewelry Industry
 - (1) Overall Exports of the Industry
 - (2) Exporting Product Structure of the Industry
- 1.10.3 Imports of Jewelry Industry
 - (1) Overall Imports of the Industry
 - (2) Importing Product Structure of the Industry
- 1) Market Competition of Jewelry Industry

1.11 Competition of International Jewelry Industry

- 1.11.1 Market Development and Competition of International Jewelry Industry
 - (1) Consumption of Jewelry Market
- 1.11.2 Development Trend of International Jewelry Market
- 1.11.3 Investment Distribution and Competitive Strategy of Transnational Corporations in China

Market

- (1) Cartier
- (2) Bvlgari
- (3) Tiffany
- (4) TASAKI
- (5) Gemopia
- (6) Lawrence Jewelry
- (7) ATASAY

1.12 Competition Status of China Jewelry Industry

- 1.12.1 Market Scale of China Jewelry Industry
- 1.12.2 Competitive Structure of China Jewelry Industry
 - (1) Competitive Structure of the Corporations in Different Natures
 - (2) Competitive Structure of Channels of Different Brands
 - (3) Regional Competitive Structure of Different Brands
- 1.12.3 Competitiveness of China Jewelry Corporations
 - (1) High-end Luxury Branding Business
 - (2) Gold Processing and Wholesaling Business
 - (3) Jewelry Chain and Retailers
- 1.12.4 Comparison of Public Jewelry Corporations in China

- (1) Development Capability
- (2) Profitability
- 1.12.5 Concentration Degree of China Jewelry Industry
 - (1) Marketing Concentration Degree of the Industry
 - (2) Capital Concentration Degree of the Industry
 - (3) Profit Concentration Degree of the Industry
- 1.12.6 Five Forces Model Analysis of China Jewelry Industry
 - (1) Competition of the Industry
 - (2) Bargaining Capability of Jewelry Industry to Upstream Industry
 - (3) Bargaining Capability of Jewelry Industry to the Buyers
 - (4) Threats of New Entrants
 - (5) Threats of Substitute Goods
 - (6) Summary of Competition Status
- 1.13 Competition of China Jewelry Industry Group**
 - 1.13.1 Porter's "Diamond" Model of China Jewelry Industry
 - (1) Production Factors of China Jewelry Industry
 - (2) Demands of China Jewelry Industry
 - (3) Correlative Industry/Supporting Industry of China Jewelry Industry
 - (4) Corporations' Strategy/Structure/Competition of China Jewelry Industry
 - (5) Government Factory and Opportunities of China Jewelry Industry
 - 1.13.2 Competitiveness of China Jewelry Industry Group
 - (1) Analysis of China Jewelry Industry Group
 - (2) External Factors of China Jewelry Industry Group
 - (3) Internal Factors of China Jewelry Industry Group
 - (4) Competition of China Jewelry Industry Group
- 1.14 Competition of Typical Jewelry Corporations in China**
 - 1.14.1 Comparison of Industry Chain Construction and Management
 - 1.14.2 Comparison of Advanced Product Fields
 - 1.14.3 Comparison of Advanced Sales Regions
 - 1.14.4 Comparison of Essential Business Models
- 1.15 Major Product Markets of Jewelry Industry**
- 1.16 Principle Product Structure Characteristics of the Industry**
- 1.17 Major Segment Product Market of the Industry**
 - 1.17.1 Golden Jewelry Market
 - (1) Total Consumption Amount
 - (2) Price Trend
 - (3) Major Brands
 - (4) Corporation Status
 - 1.17.2 K Golden Jewelry Market
 - (1) Consumption Status
 - (2) Development Shortages
 - (3) Typical Corporations
 - 1.17.3 Platinum Jewelry Market
 - (1) Supply and Demand Status
 - (2) Price Trend
 - 1.17.4 Palladium Jewelry Market
 - (1) Supply Status
 - (2) Demand Status
 - 1.17.5 Diamond Jewelry Market
 - (1) Consumption Size
 - (2) Consumer Group
 - (3) Consumption Culture
 - (4) Consumption Regions
 - 1.17.6 Pearl Jewelry Market
 - 1.17.7 Jade Jewelry Market
 - 1.17.8 Silver Jewelry Market
- 1.18 Typical Business Models and Channel Strategy of the Industry**
 - 1.18.1 Major Business Model and Characteristics of the Industry
 - (1) Purchasing Model

- (2) Production Model
- (3) Marketing Model
- (4) Comparison of Typical Business Model of the Industry
- 1.18.2 Major Marketing Channel Strategies of the Industry
 - (1) Channel of Proprietary Brand Shop
 - (2) Channel of Brand Agency Shop
 - (3) Channel of Brand Franchisee
 - (4) Non-brand Wholesaling Channel
 - (5) TV Shopping Channel
 - (6) E-commerce Channel
- 1) Competitiveness of Jewelry Industry in Major Regions
- 1.19 Overall Regional Structure and Characteristics of the Industry**
 - 1.19.1 Overall Characteristics of Regional Structure of the Industry
 - 1.19.2 Regional Concentration Ratio of the Industry
 - 1.19.3 Regional Distribution Characteristics of the Industry
 - 1.19.4 Regional Distribution of the Industry Scale Index
 - 1.19.5 Regional Distribution of the Industry Efficiency Index
 - 1.19.6 Regional Distribution of Jewelry Corporation Amount
- 1.20 Development Analysis and Forecast of Jewelry Industry in Guangdong**
 - 1.20.1 Policy and Development Planning of Jewelry Industry in Guangdong
 - 1.20.2 Production and Marketing Status of Jewelry Industry in Guangdong
 - 1.20.3 Economic Operation Status of Jewelry Industry in Guangdong
 - 1.20.4 Prospects Forecast of Jewelry Industry in Guangdong
- 1.21 Development Analysis and Forecast of Jewelry Industry in Zhejiang**
 - 1.21.1 Policy and Development Planning of Jewelry Industry in Zhejiang
 - 1.21.2 Production and Marketing Status of Jewelry Industry in Zhejiang
 - 1.21.3 Economic Operation Status of Jewelry Industry in Zhejiang
 - 1.21.4 Prospects Forecast of Jewelry Industry in Zhejiang
- 1.22 Development Analysis and Forecast of Jewelry Industry in Shandong**
 - 1.22.1 Policy and Development Planning of Jewelry Industry in Shandong
 - 1.22.2 Production and Marketing Status of Jewelry Industry in Shandong
 - 1.22.3 Economic Operation Status of Jewelry Industry in Shandong
 - 1.22.4 Prospects Forecast of Jewelry Industry in Shandong
- 1.23 Development Analysis and Forecast of Jewelry Industry in Shanghai**
 - 1.23.1 Policy and Development Planning of Jewelry Industry in Shanghai
 - 1.23.2 Production and Marketing Status of Jewelry Industry in Shanghai
 - 1.23.3 Economic Operation Status of Jewelry Industry in Shanghai
 - 1.23.4 Prospects Forecast of Jewelry Industry in Shanghai
- 1.24 Development Analysis and Forecast of Jewelry Industry in Fujian**
 - 1.24.1 Policy and Development Planning of Jewelry Industry in Fujian
 - 1.24.2 Production and Marketing Status of Jewelry Industry in Fujian
 - 1.24.3 Economic Operation Status of Jewelry Industry in Fujian
 - 1.24.4 Prospects Forecast of Jewelry Industry in Fujian
- 1.25 Development Analysis and Forecast of Jewelry Industry in Hubei**
 - 1.25.1 Policy and Development Planning of Jewelry Industry in Hubei
 - 1.25.2 Production and Marketing Status of Jewelry Industry in Hubei
 - 1.25.3 Economic Operation Status of Jewelry Industry in Hubei
 - 1.25.4 Prospects Forecast of Jewelry Industry in Hubei
- 1.26 Development Analysis and Forecast of Jewelry Industry in Jiangsu**
 - 1.26.1 Policy and Development Planning of Jewelry Industry in Jiangsu
 - 1.26.2 Production and Marketing Status of Jewelry Industry in Jiangsu
 - 1.26.3 Economic Operation Status of Jewelry Industry in Jiangsu
 - 1.26.4 Prospects Forecast of Jewelry Industry in Jiangsu
- 1.27 Development Analysis and Forecast of Jewelry Industry in Beijing**
 - 1.27.1 Policy and Development Planning of Jewelry Industry in Beijing
 - 1.27.2 Production and Marketing Status of Jewelry Industry in Beijing
 - 1.27.3 Economic Operation Status of Jewelry Industry in Beijing
 - 1.27.4 Prospects Forecast of Jewelry Industry in Beijing
 - (1) Operation of Major Jewelry Corporations

1.28 Overall Development Status of Jewelry Corporations

1.28.1 Corporation Scale of Jewelry Industry

1.28.2 Sales Revenue and Profit of Jewelry Industry

1.29 Cases Study of Leading Jewelry Corporations

1.29.1 Operation of Conghua Donglin diamond Co., Ltd.

- (1) Development Briefing of the Company
- (2) Production and Marketing Capability of the Company
- (3) Profitability of the Company
- (4) Operation Capability of the Company
- (5) Debt-paying Capability of the Company
- (6) Development Capability of the Company
- (7) Product Structure and New Product Trend of the Company
- (8) Marketing Channels and Network of the Company
- (9) Operation Advantages and Disadvantages of the Company
- (10) Latest Development of the Company

1.29.2 Operation of LAO FENG XIANG CO., LTD.

- (1) Development Briefing of the Company
- (2) Major Economic Indexes of the Company
- (3) Profitability of the Company
- (4) Operation Capability of the Company
- (5) Debt-paying Capability of the Company
- (6) Development Capability of the Company
- (7) Organization Structure of the Company
- (8) Product Structure and New Product Trend of the Company
- (9) Marketing Channels and Network of the Company
- (10) Operation Advantages and Disadvantages of the Company
- (11) Latest Development of the Company

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！