

China Small Appliance Industry Production and Marketing Demand and Investment Forecast Report, 2013–2017

目 录

CONTENTS

Chapter 1: Development Overview of China Small Appliance Industry

1.1 Definition and Classification of Small Appliance Industry

- 1.1.1 Concept and Definition of the Industry
- 1.1.2 Category of Major Products of the Industry
- 1.1.3 Characteristics of Small Appliance Industry

1.2 Statistics Standards of Small Appliance Industry

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

1.3 Market Environment of Small Appliance Industry

- 1.3.1 Policy Environment of the Industry
 - (1) Management System of the Industry
 - (2) Relevant Policy Trend of the Industry
 - (3) Development Planning of the Industry
- 1.3.2 Economic Environment of the Industry
 - (1) Analysis of International Macro-economic Environment
 - (2) Analysis of China Macro-economic Environment
 - (3) Macro-economic Environment of the Industry
- 1.3.3 Social Demand Environment of the Industry
 - (1) Demand Characteristics of Small Appliance Market
 - (2) Demand Trend of Small Appliance Market
- 1.3.4 Trading and Development Environment of the Industry
 - (1) Development Status of the Trading Environment of the Industry
 - (2) Development Trend of the Trading Environment of the Industry
 - (3) Strategy to the Changing Trading Environment

1.4 Supply Chain of Small Appliance Industry

- 1.4.1 Upstream and Downstream Supply Chain of Small Appliance Industry
- 1.4.2 Downstream Supply Chain of Small Appliance Industry
- 1.4.3 Upstream Supply Chain of Small Appliance Industry
 - (1) Development of Household-appliance-oriented Steel Market
 - 1) Supply and Demand Status
 - 2) Price Trend
 - (2) Development of Engineering-plastic Market
 - 1) Supply and Demand Status
 - 2) Price Trend
 - (3) Development of Aluminium Market
 - 1) Supply and Demand Status
 - 2) Price Trend
 - (4) Development of Copper Product Market
 - 1) Supply and Demand Status
 - 2) Price Trend
 - (5) Development of Electron Component Industry
 - 1) Supply and Demand Status
 - 2) Price Trend

Chapter 2: Development Status of China Small Appliance Industry

2.1 Development Status of China Small Appliance Industry

- 2.1.1 Development Overview of China Small Appliance Industry
- 2.1.2 Major Development Characteristics of China Small Appliance Industry
- 2.1.3 Operation Status of Small Appliance Industry in.....2011

(1) Operation Benefit of Small Appliance Industry in.....	2011
(2) Profitability of Small Appliance Industry in.....	2011
(3) Operation Capability of Small Appliance Industry in.....	2011
(4) Debt-paying Capability of Small Appliance Industry in.....	2011
(5) Development Capability of Small Appliance Industry in.....	2011
2.2 Economic Index of Small Appliance Industry in.....	2011
2.2.1 Major Influencing Factors to the Economic Benefit of Small Appliance Industry	
2.2.2 Economic Index of Small Appliance Industry in.....	2011
2.2.3 Economic Index of the Corporations in Different Scales in.....	2011
2.2.4 Economic Index of the Corporations in Different Natures in.....	2011
2.2.5 Economic Index of the Corporations in Different Regions in.....	2011
2.3 Balance between Supply and Demand to Small Appliance Industry during 2009-2011	
2.3.1 Supply Condition of China Small Appliance Industry in.....	2011
(1) Total Output Value of China Small Appliance Industry in.....	2011
(2) Finished Products of China Small Appliance Industry in.....	2011
2.3.2 Supply Condition of Regional Small Appliance Industry in.....	2011
(1) Top 10 Regions of Total Output Value in.....	2011
(2) Top 10 Regions of Finished Products in.....	2011
2.3.3 Demand Condition of China Small Appliance Industry in.....	2011
(1) Sales Value of China Small Appliance Industry in.....	2011
(2) Sales Revenue of China Small Appliance Industry in.....	2011
2.3.4 Demand Condition of Regional Small Appliance Industry in.....	2011
(1) Top 10 Regions of Sales Value in.....	2011
(2) Top 10 Regions of Sales Revenue in.....	2011
2.3.5 Production and Marketing Ratio of China Small Appliance Industry in.....	2011
2.4 Import and Export Market of Small Appliance Industry	
2.4.1 Overall Imports and Exports of Small Appliance Industry	
2.4.2 Import and Export Market of Small Appliance Industry	
(1) Exports of the Industry	
1) Exports of the Industry in.....	2011
1. Overall Exports of the Industry	
2. Exporting Product Structure of the Industry	
2) Characteristics of Exporting Products of the Industry	
3) Characteristics of Export Nations and Regions of the Industry	
4) Potential Export Market of the Industry	
(2) Imports of the Industry	
1) Exports of the Industry in.....	2011
1. Overall Imports of the Industry	
2. Importing Product Structure of the Industry	
2) Characteristics of Importing Products of the Industry	
3) Characteristics of Import Nations and Regions of the Industry	
2.4.3 Import and Export Prospects and Suggestions of Small Appliance Industry	
(1) Export Prospects and Suggestions of Small Appliance Industry	
(2) Import Prospects and Suggestions of Small Appliance Industry	
Chapter 3: Development Status of Small Appliance Industry in.....	2011
3.1 Operation Status of Small Kitchen Appliance Industry in.....	2011
3.1.1 Scale of Small Kitchen Appliance Industry	
3.1.2 Production Status of Small Kitchen Appliance Industry	
3.1.3 Demand Status of Small Kitchen Appliance Industry	
3.1.4 Balance between Supply and Demand of Small Kitchen Appliance Industry	
3.1.5 Financial Operation of Small Kitchen Appliance Industry	
3.1.6 Operation Characteristics and Trend of Small Kitchen Appliance Industry	
3.2 Operation Status of Household Ventilation Appliance Industry in.....	2011
3.2.1 Scale of Household Ventilation Appliance Industry	
3.2.2 Production Status of Household Ventilation Appliance Industry	
3.2.3 Demand Status of Household Ventilation Appliance Industry	
3.2.4 Balance between Supply and Demand of Household Ventilation Appliance Industry	
3.2.5 Financial Operation of Household Ventilation Appliance Industry	
3.2.6 Operation Characteristics and Trend of Household Ventilation Appliance Industry	

3.3 Operation Status of Small Personal-care Appliance Industry in.....	2011
3.3.1 Scale of Small Personal-care Appliance Industry	
3.3.2 Production Status of Small Personal-care Appliance Industry	
3.3.3 Demand Status of Small Personal-care Appliance Industry	
3.3.4 Balance between Supply and Demand of Small Personal-care Appliance Industry	
3.3.5 Financial Operation of Small Personal-care Appliance Industry	
3.3.6 Operation Characteristics and Trend of Small Personal-care Appliance Industry	
3.4 Operation Status of Other Small Appliance Industry in.....	2011
3.4.1 Scale of Other Small Appliance Industry	
3.4.2 Production Status of Other Small Appliance Industry	
3.4.3 Demand Status of Other Small Appliance Industry	
3.4.4 Balance between Supply and Demand of Other Small Appliance Industry	
3.4.5 Financial Operation of Other Small Appliance Industry	
3.4.6 Operation Characteristics and Trend of Other Small Appliance Industry	
Chapter 4: Market Competition Status of China Small Appliance Industry	
4.1 Overall Competition of the Industry	
4.1.1 Competitive Structure of Small Appliance Industry	
4.1.2 Market Capacity of Small Appliance Industry	
4.1.3 Technology Level and Characteristics of Small Appliance Industry	
4.1.4 Business Model of Small Appliance Industry	
4.1.5 Profit Level Trend of Small Appliance Industry	
4.2 Product Structure and Characteristics of Small Appliance Industry	
4.2.1 Product Structure and Characteristics of Small Appliance Market	
4.2.2 Industrial Structure and Characteristics of Small Appliance Market	
4.2.3 Prospects of Small Appliance Market	
4.3 Characteristics of Regional Structure of Small Appliance Industry	
4.3.1 Characteristics of the Corporations of Different Economic Types	
4.3.2 Concentration Degree of the Economic Types of 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！