

**INDUSTRY REPORT**

2021

# SAMPLE REPORT

Focusing on the whole of China

# Agenda

## 01. Introduction

- Industry definition
- Classification of Chinese industry
- Markets in the industry

## 02. Scale of industry

- Scale of industry
- Size of product industry
- Size of service industry

## 03. Consumption trend

- Brand ranking
- Purchase intent
- Consumption consciousness

## 04. Distribution channel

- Online distribution channel
- Offline distribution channel

## 05. Import & Export trends

- Export status
- Import status



# INTRODUCTION

- Industry definition
- Classification of Chinese industry
- Markets in the industry

# Industry definition

## Content

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34%

### Overview Text

we can simply impress the region information and add a unique data.



42%

### Overview Text

we can simply impress the region information and add a unique data.



# Classification of Chinese industry

## Classification



- we can simply impress the region information and add a unique data.
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- we can simply impress the region information and add a unique data.

## Key Industry



**60%**

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**30%**

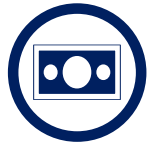
we can simply impress the region information and add a unique data.



**30%**

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# Markets in the industry



## Executive Text

we can simply impress the region information and add a unique data.



## Executive Text

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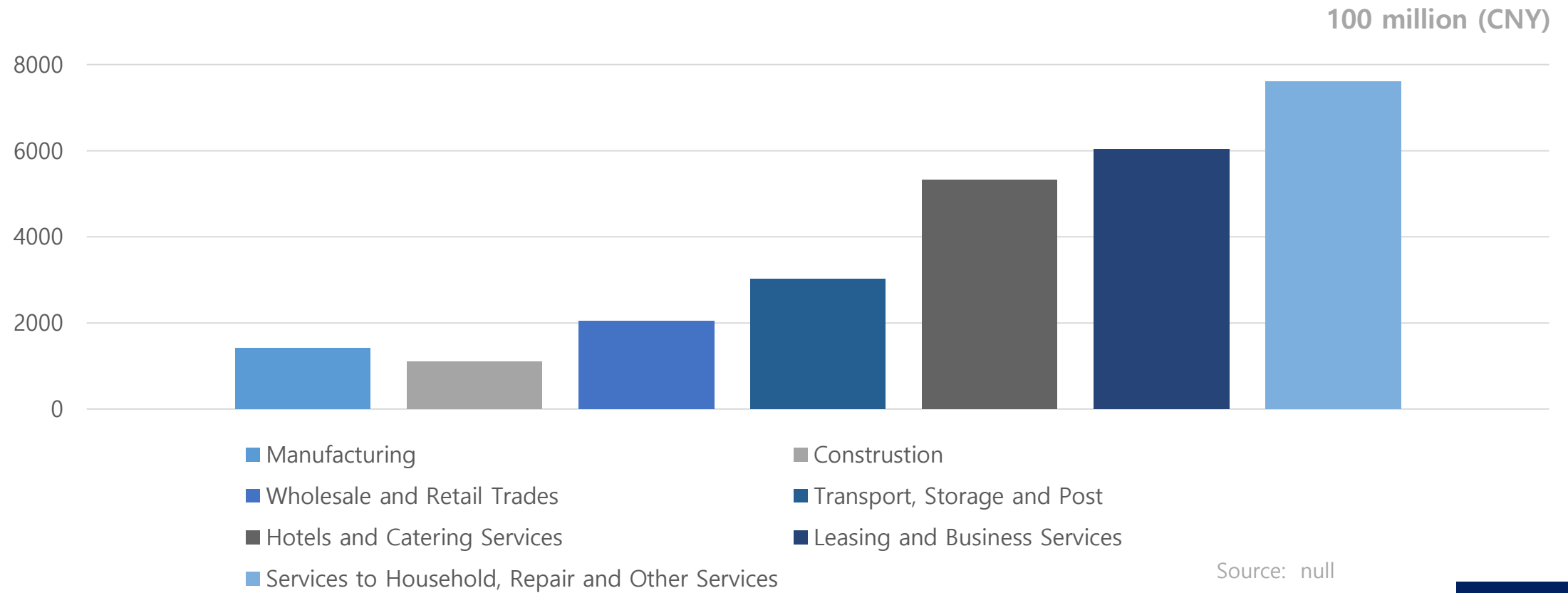


# SCALE OF INDUSTRY

- Scale of industry
- Size of product industry
- Size of service industry

# Scale of industry

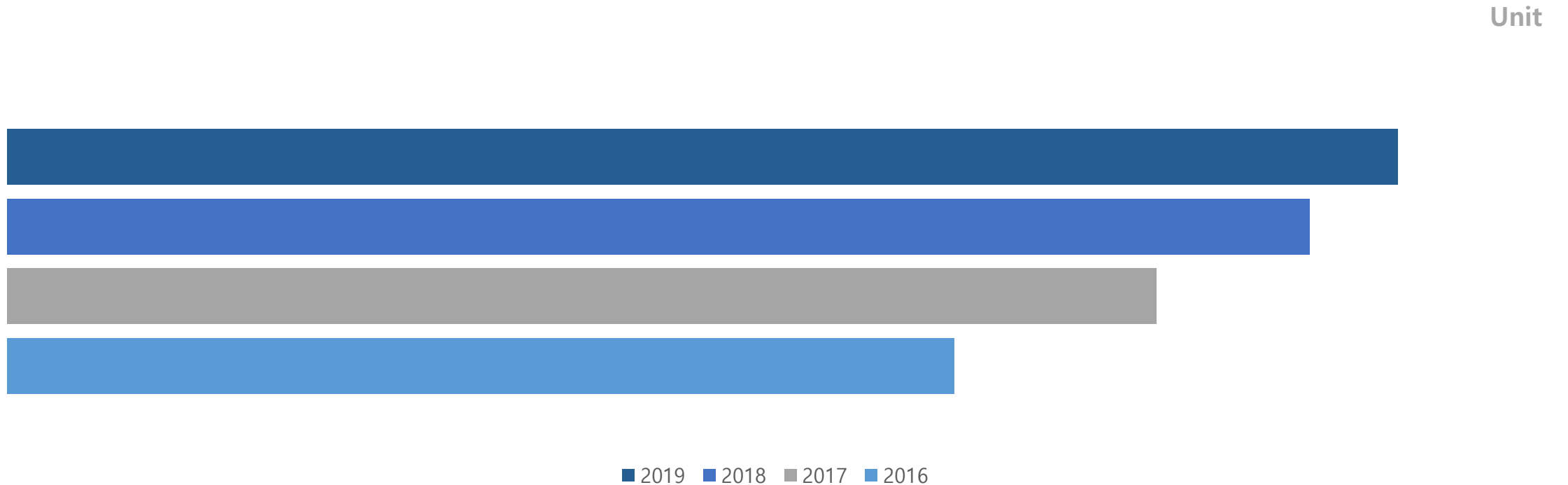
## Scale of China's industry





# Size of product industry

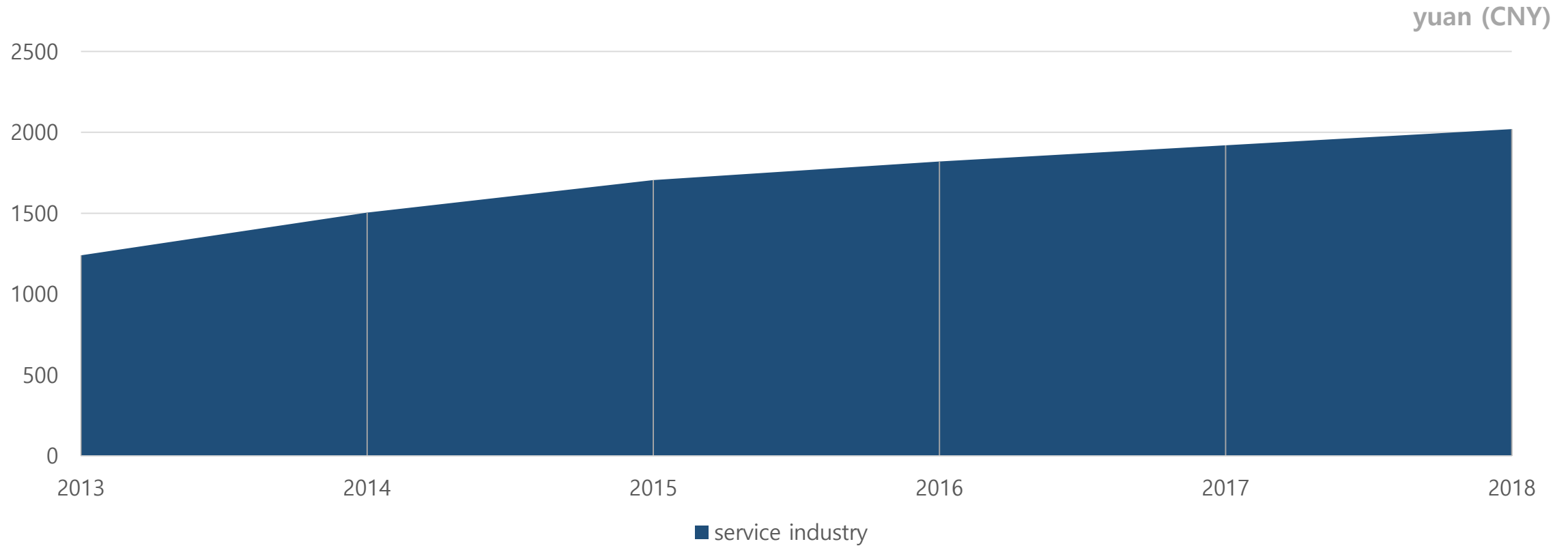
## Size of China's product industry



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# Size of service industry

## Size of China's service industry



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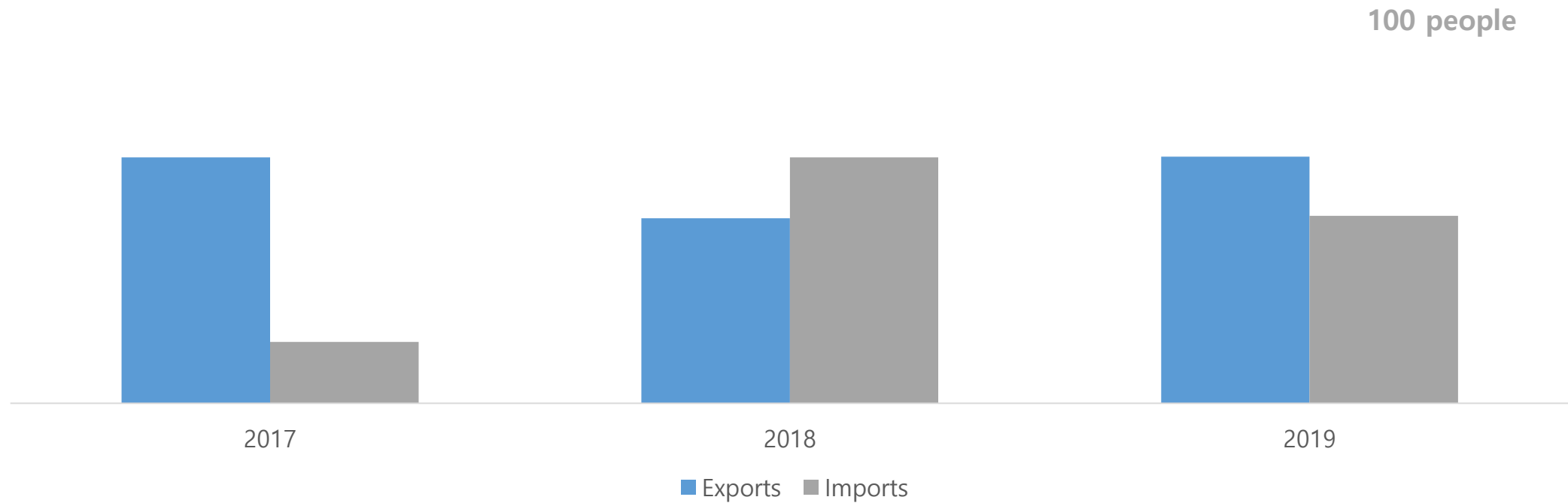


# CONSUMPTION TREND

- Brand ranking
- Purchase intent
- Consumption consciousness

# Purchase intent

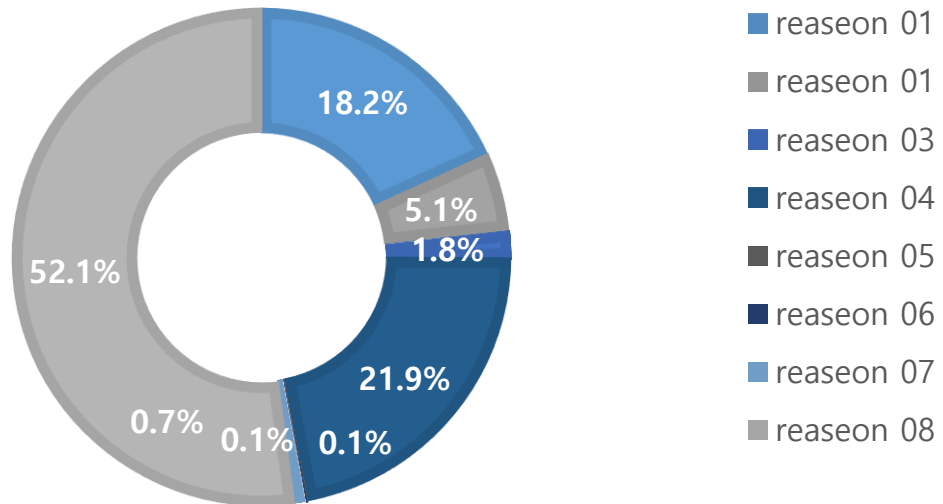
## Factors of Chinese consumers' purchasing of products



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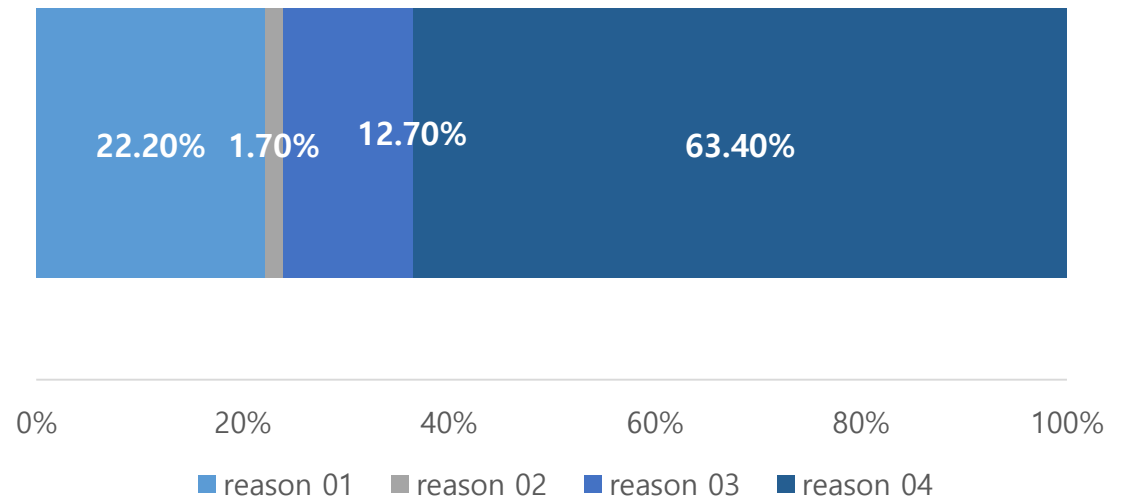
# Consumption consciousness

Factors of Chinese consumers' purchasing of products



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Factors of Chinese consumers' purchasing of products



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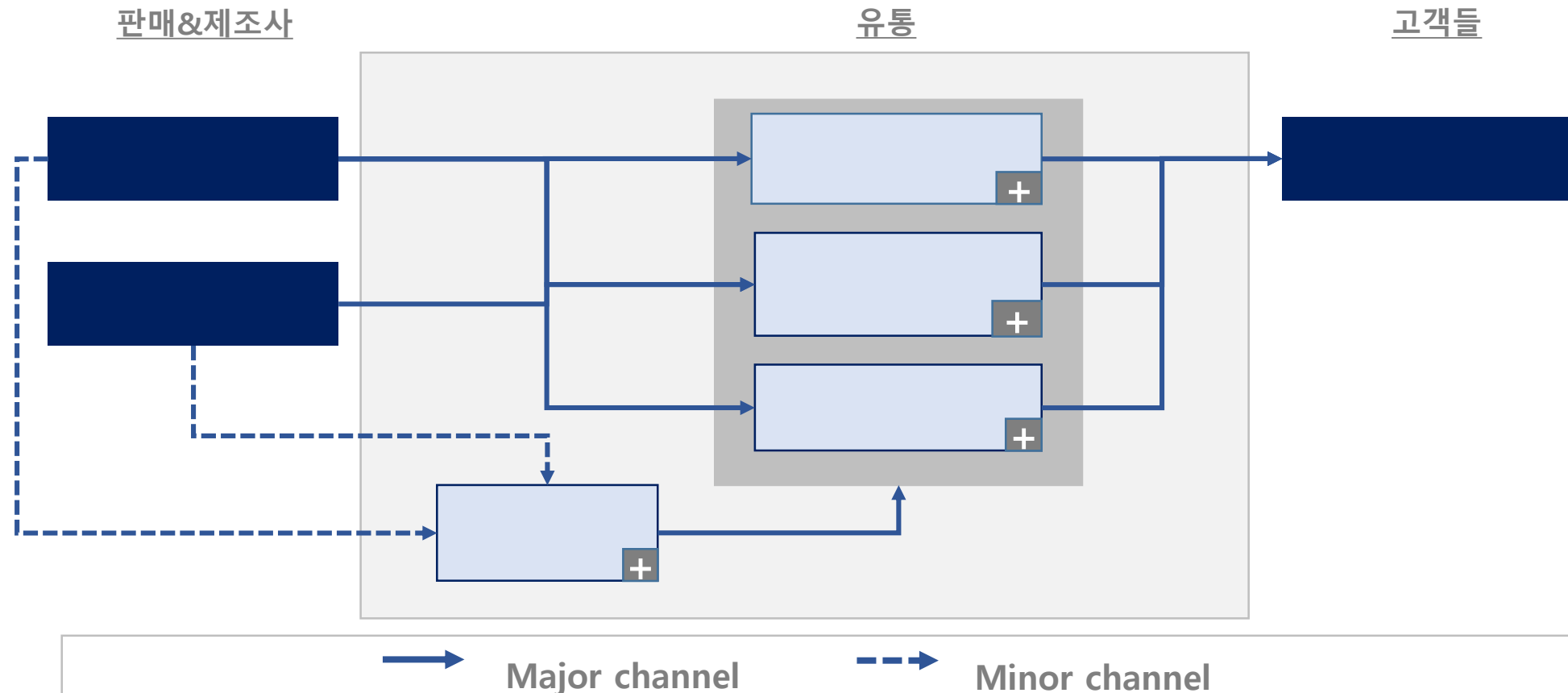


# DISTRIBUTION CHANNEL

- Online distribution channel
- Offline distribution channel

# Online distribution channel

## Online distribution channel



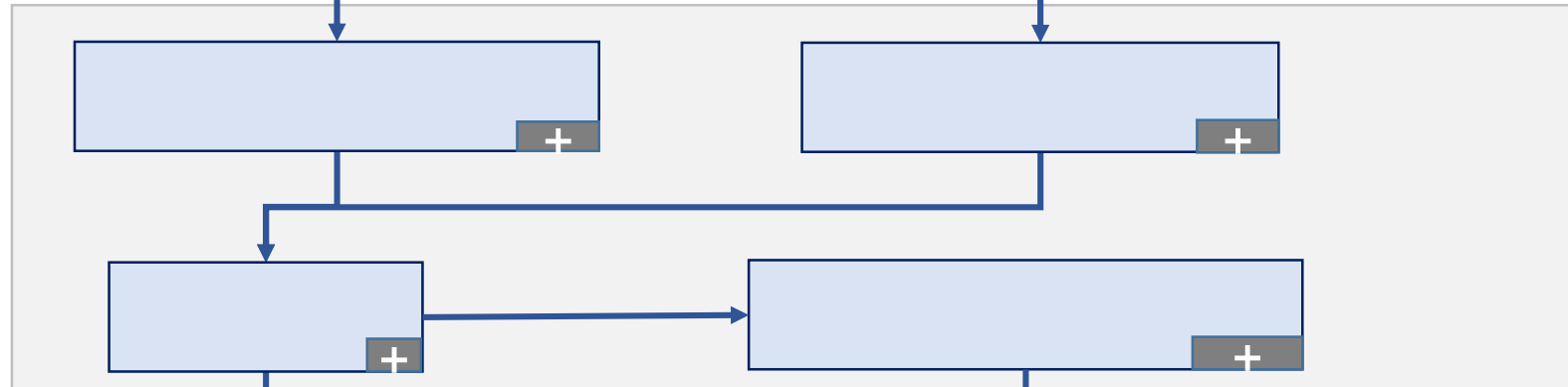
# Offline distribution channel

## Offline distribution channel

판매&제조사



유통



고객들



Major channel



Minor channel



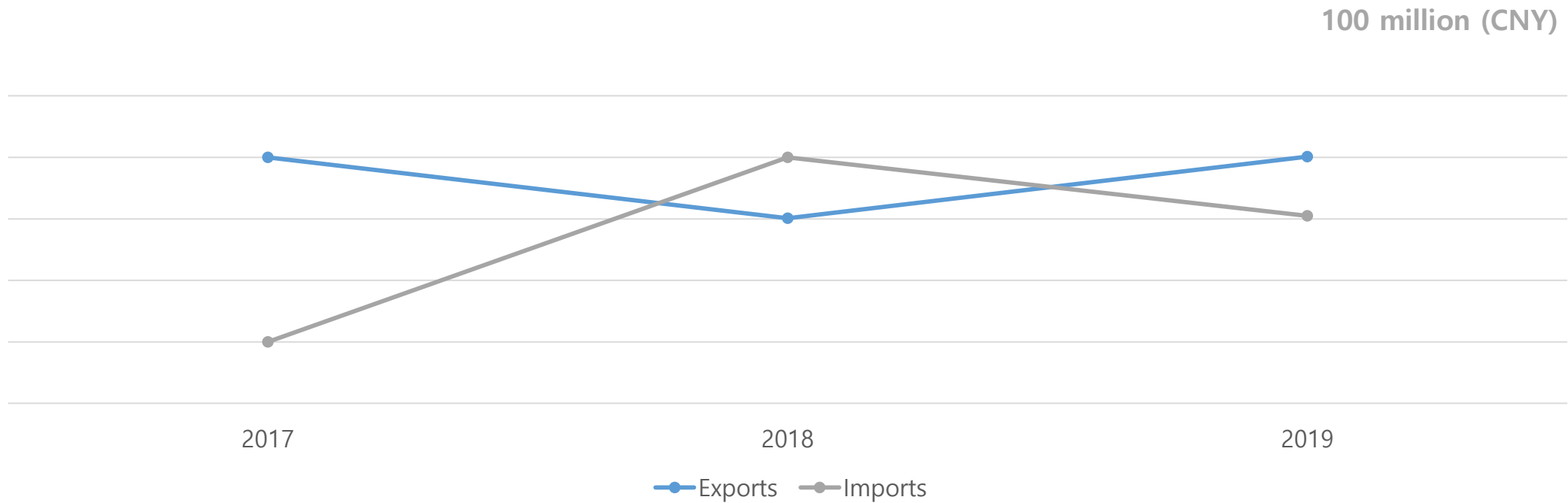


# IMPORT & EXPORT TRENDS

- Export status
- Import status

# Import & Export status

Total value of Imports and Exports of Goods by Region (By Location of Imports / Exports)



Source: null



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