

Consumer Software Markets in China

<https://marketpublishers.com/r/C381846BED1EN.html>

Date: April 2023

Pages: 243

Price: US\$ 4,000.00 (Single User License)

ID: C381846BED1EN

Abstracts

China's demand for Consumer Software has grown at a fast pace in the past decade. In the next decade, both production and demand will continue to grow. The Chinese economy maintains a high speed growth which has been stimulated by the consecutive increases of industrial output, import & export, consumer consumption and capital investment for over two decades. This new study examines China's economic trends, investment environment, industry development, supply and demand, industry capacity, industry structure, marketing channels and major industry participants. Historical data (2012, 2017 and 2022) and long-term forecasts through 2027 and 2032 are presented. Major producers in China are profiled.

The primary and secondary research is done in China in order to access up-to-date government regulations, market information and industry data. Data were collected from the Chinese government publications, Chinese language newspapers and magazines, industry associations, local governments' industry bureaus, industry publications, and our in-house databases. Interviews are conducted with Chinese industry experts, university professors, and producers in China. Economic models and quantitative methods are applied in this report to project market demand and industry trends. Metric system is used and values are presented in either Yuan (RMB, current price) and/or US dollars.

Our market research reports provide hard-to-find market data and analyses. Today, China has the largest market in the world. Tremendous fast-growing markets for imports and business opportunities for companies around the world. If you want to expand your business or sell your products in China, our research reports provide the insights and projections into Chinese markets necessary for you to do so.

Contents

I. INTRODUCTION

Report Scope and Methodology
Executive Summary

II. BUSINESS ENVIRONMENT

Economic Outlook
Key Economic Indicators
Industrial Output
Population and Labor
Foreign Investment
Foreign Trade
Financial and Tax Regulations
Banking System and Regulations
Foreign Exchange
Taxes, Tariff and Custom Duties

III. CONSUMER SOFTWARE INDUSTRY ASSESSMENTS

Consumer Software Industry Structure
Market Size
Major Chinese and Foreign Company Sales Volumes
Market Share of Key Producers
Labor Costs
Potential Entrants
Major Distributors
Major Foreign Investments
Technology Development

IV. CONSUMER SOFTWARE SALES VOLUMES & FORECASTS

Overview
Consumer Software Sales Volumes and Forecasts (In Yuan)
Operating System
Windows
Linux

Apple
Word Processing
Children's Software
Graphics and Designs
Games
Educational Software
Virus
Entertainment Software
Other Consumer Software
Consumer Software Imports and Exports
Consumer Software Demand by Region
 Northeast
 North
 Southeast
 Central
 West
 South
Pricing Trends

V. CONSUMER SOFTWARE CONSUMPTION BY MARKET

Chinese IT Industry Outlook
Consumer Software Markets Outlook Overview
Consumer Spending Trends
Professional Consumers
 Professional Consumer Market Outlook
 Consumer Software Demand by Professional Consumers
Educational Consumers
 Educational Consumer Market Outlook
 Consumer Software Demand by Educational Consumers
Family Consumers
 Family Consumer Market Outlook
 Consumer Software Demand by Family Consumers

VI. MARKETING STRATEGIES

China Market Entry Overview
 China's Distribution System
 Rubber Processing Chemicals Distribution Channels

Transportation and Freight Infrastructure
Communications
China's Market Entry
Licensing
Franchising
E-commerce
Trading Companies and Local Agents
Representative Offices and Chinese Subsidiaries
Wholly Foreign Owned Enterprises

VII. CONSUMER SOFTWARE PRODUCER DIRECTORY

Consumer Software Producer Profiles
Distributors

List Of Tables

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary
Consumer Software Supply and Demand Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators
Industrial Output
Population and Labor Force Trends
Foreign Investment and Loans
Foreign Trade
Key Commodity Exports from China
China's Exports to its Leading Trade Partners
Key Commodity Imports into China
China's Imports from Its Leading Trade Partners

III. CONSUMER SOFTWARE INDUSTRY ASSESSMENTS

Major Chinese and Foreign Company Sales Volumes
Market Share of Key Producers
Labor Costs
Major Distributors
Major Foreign Investments

IV. CONSUMER SOFTWARE SALES VOLUMES & FORECASTS

Consumer Software Sales Volumes and Forecasts (In Yuan)
Operating System
Windows
Linux
Apple
Word Processing
Children's Software
Graphics and Designs

Games
Educational Software
Virus
Entertainment Software
Other Consumer Software
Consumer Software Imports and Exports
Consumer Software Demand by Region
 Northeast
 North
 Southeast
 Central
 West
 South

V. CONSUMER SOFTWARE CONSUMPTION BY MARKET

Chinese IT Industry Outlook
Consumer Spending Trends
Total Consumer Software Demand by Market
 Professional Consumer Market Outlook
 Consumer Software Demand by Professional Consumers
 Educational Consumer Market Outlook
 Consumer Software Demand by Educational Consumers
 Family Consumer Market Outlook
 Consumer Software Demand by Family Consumers

List Of Charts

LIST OF CHARTS

I. INTRODUCTION

Economic Outlook Summary

Consumer Software Supply and Demand Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators

Industrial Output

Population and Labor Force Trends

Foreign Investment and Loans

Foreign Trade

Key Commodity Exports from China

China's Exports to its Leading Trade Partners

Key Commodity Imports into China

China's Imports from Its Leading Trade Partners

III. CONSUMER SOFTWARE INDUSTRY ASSESSMENTS

Major Chinese and Foreign Company Sales Volumes

Market Share of Key Producers

IV. CONSUMER SOFTWARE SALES VOLUMES & FORECASTS

Consumer Software Sales Volumes and Forecasts (In Yuan)

Operating System

Windows

Linux

Apple

Word Processing

Children's Software

Graphics and Designs

Games

Educational Software

Virus

Entertainment Software
Other Consumer Software
Consumer Software Imports and Exports
Consumer Software Demand by Region
 Northeast
 North
 Southeast
 Central
 West
 South

V. CONSUMER SOFTWARE CONSUMPTION BY MARKET

Chinese IT Industry Outlook
Consumer Spending Trends
Total Consumer Software Demand by Market
 Professional Consumer Market Outlook
 Consumer Software Demand by Professional Consumers
 Educational Consumer Market Outlook
 Consumer Software Demand by Educational Consumers
 Family Consumer Market Outlook
 Consumer Software Demand by Family Consumers

I would like to order

Product name: Consumer Software Markets in China

Product link: <https://marketpublishers.com/r/C381846BED1EN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C381846BED1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970