

# Houseware Companies in China

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## Abstracts

This study focuses on China's Houseware industry assessments and company profiles. In the two past decades, the industry has been growing at a fast pace. The dramatic expansions of the manufacturing capabilities and rising consumer consumptions in China have transformed China's society and economy. China is one of the world's major producers for industrial and consumer products. Far outpacing other economies in the world, China is the world's fastest growing market for the consumptions of goods and services. The Chinese economy maintains a high speed growth which has been stimulated by the consecutive increases of industrial output, imports & exports, consumer consumption and capital investment for over two decades. Rapid consolidation between medium and large players is anticipated since the Chinese government has been encouraging industry consolidation with an effort to regulate the industry and to improve competitiveness in the world market.

Although China has enjoyed the benefits of an expanding market for production and distribution, the industry is suffering from minimal innovation and investment in R&D and new product development. The sector's economies of scale have yet to be achieved. Most domestic manufacturers lack the autonomic intellectual property and financial resources to develop their own brand name products.

This new study analyzes the industry structure, capacities and output. Major producers' production locations, market shares and profiles are presented. 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.

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## Contents

### TABLE OF CONTENTS

#### I. INTRODUCTION

Report Scope and Methodology

Executive Summary

#### III. HOUSEWARE INDUSTRY ASSESSMENTS

Houseware Industry Structure

Market Size

Market Growth Drivers

Major Producer Facility Locations

Market Share of Key Producers

Labor Costs

Potential Entrants

Technology Development

#### VII. HOUSEWARE PRODUCER DIRECTORY

Houseware Producer Profiles

Distributors

Trading Companies

Research Institutions and Associations

Major End-Users

## List Of Tables

### LIST OF TABLES

#### I. INTRODUCTION

Economic Outlook Summary

Houseware Supply and Demand Summary

#### III. HOUSEWARE INDUSTRY ASSESSMENTS

Major Producer Facility Locations

Market Share of Key Producers

## List Of Charts

### LIST OF CHARTS

Houseware Supply and Demand Summary

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