

Sporting Goods Companies in China

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Date: March 2024

Pages: 46

Price: US\$ 1,800.00 (Single User License)

ID: SB6019ED76FEN

Abstracts

This study focuses on China's Sporting Goods 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. SPORTING GOODS INDUSTRY ASSESSMENTS

Sporting Goods Industry Structure

Market Size

Market Growth Drivers

Major Producer Facility Locations

Market Share of Key Producers

Labor Costs

Potential Entrants

Technology Development

VII. SPORTING GOODS PRODUCER DIRECTORY

Sporting Goods Producer Profiles

Distributors

List Of Tables

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary

Sporting Goods Supply and Demand Summary

III. SPORTING GOODS INDUSTRY ASSESSMENTS

Major Producer Facility Locations

Market Share of Key Producers

List Of Charts

LIST OF CHARTS

Sporting Goods Supply and Demand Summary

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