

# Sun Care Product Market Trends in China

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## Abstracts

This study focuses on China's Sun Care Product market trends. In the two past decades, the market 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 focuses on market trends and forecasts with historical data (2012, 2017 and 2022) and long-term forecasts through 2027 and 2032 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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information and research on the fastest-growing Chinese markets. We have published over 2,000 reports focusing on the Chinese markets, industry forecasts and company profiles. We provide hard-to-find market data and analyses. Our publications are intended to help international marketers identify business opportunities and promote their product sales in the Chinese markets.

## 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  
Market Trends  
Technology Development  
Market Development  
Major Industry Development  
Regional Development  
Enterprise Development  
Labor Market Development

### **III. SUN CARE PRODUCT MARKET TRENDS**

Sun Care Product Market Trends  
Current Market Analyses  
Market Development Trends  
Market Challenges  
Major Producers  
Current Issues  
Packaging Legislation  
Chinese Retail Market Trends  
Consumer Income Trends  
Consumer Spending Trends by Region

Northeast  
North  
Southeast  
Central  
Southwest  
Northwest

#### **IV. MARKETING STRATEGIES**

China Market Entry Overview  
China's Distribution System  
Distribution Channels  
Transportation and Freight Infrastructure  
Communications  
China's Market Entry  
Exporting to China  
License  
Franchising  
E-Commerce  
Trading Companies and Local Agents  
Representative Offices and Subsidiaries  
Joint Ventures  
Wholly Foreign-Owned Enterprise  
LIST OF TABLES

#### **I. INTRODUCTION**

Economic Outlook Summary

#### **II. BUSINESS ENVIRONMENT**

Key Economic Indicators  
Industrial Output  
Population and Labor Force Trends  
Foreign Investment and Loans  
Foreign Trade

#### **III. SUN CARE PRODUCT MARKET TRENDS**

Sun Care Product Sales and Forecasts

Chinese Retail Market Trends

Consumer Spending Trends by Region

Northeast

North

Southeast

Central

Southwest

Northwest

LIST OF CHARTS

## **I. INTRODUCTION**

Economic Outlook Summary

## **II. BUSINESS ENVIRONMENT**

Key Economic Indicators

Industrial Output

Population and Labor Force Trends

Foreign Investment and Loans

Foreign Trade

## **III. SUN CARE PRODUCT MARKET TRENDS**

Sun Care Product Sales and Forecasts

Chinese Retail Market Trends

Retail Sales by Type

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