

# Development and Market of Animation-cartoon Industry in China 2016-2021 Proposal

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Date: July 2016

Pages: 50

Price: US\$ 3,500.00 (Single User License)

ID: DE6CBEA37F5EN

## Abstracts

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### 1. INTRODUCTION

Recent years, Chinese animation-cartoon industry has developed quickly, especially the cartoon movie industry. The output value of animation-cartoon industry has realized over RMB110 billion, up by 13.16%. The box office returns of cartoon movie reached over RMB2 billion, accounted for 9.7%; 42 domestic cartoon movies were released in 2015, increased 31.3%; and its box office returns achieved more than RMB2 billion, in a proportion of 47.2%.

As China government supporting animation-cartoon industry development, preferential policies will stimulate animation-cartoon market expansion. The digital enterprises will be sustained, a lot of active animation-cartoon companies will be cultivated, mature industrial chain will form in the next years. By estimated, the output of animation-cartoon industry will reach RMB230 million in 2021.

#### 1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese animation-cartoon industry;

To analyze the animation-cartoon industry in different regions;

To analyze the future trend of animation-cartoon product industry;

To analyze industrial size of the industry;

To reveal opportunities for animation-cartoon product industry in China.

#### 2) Benefit from the Report

Obtain latest info of animation-cartoon product industry, such as market size, consumption, key players, etc.;

Discover market potential in different regional markets;

Find out how Chinese animation-cartoon market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity;

## **2. SCOPE OF INVESTIGATION**

The report will investigate Chinese animation-cartoon industry from the following aspects:

Market size

Demand and supply

Bellwether company

Etc.

## **3. TIME NEEDED**

One work week needed.

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