

Development of China's Preschool Education Industry in 2014

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Abstracts

INTRODUCTION

In recent years, Chinese government has issued series of education laws and regulations to promote educational reform and development. With the supporting of education reform policy and strong market demand, China's education industry has entered a fast development period, especially preschool education.

In recent decade, China's preschool education industry has developed fast. According to China's National Bureau of Statistics, there are more than 200,000 kindergartens in 2014, with over 40 million children; while in 2010, they were 150,000 and 30 million respectively. It's reported that its market size was over RMB100 billion in 2014, and it's estimated that its annual growth rate will be keep at 15% in the next five years.

China's preschool education industry is undergoing an unprecedented development. However, it also faces many challenges, such as unbalanced distribution, low industry concentration, shortage of high-quality teachers, etc. China's preschool education still has a large room for growth.

In this report, ASKCI profiles the leading preschool education enterprises in the China. It analyzes China's preschool education industry in terms of market information (market size, status, number of kindergartens, etc.), major market segments (including potential excitation education, bilingual education, etc.), hotspots (new activity and new policy), current industry trend and the competitive positioning of major companies in the industry.

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