

Market Analysis and Prospect of Travel Router Industry in China 2015-2020

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Abstracts

INTRODUCTION

According to Ctrip, 90% of Chinese travellers consider free Wi-Fi as an indispensable part during the trip. As the Internet and social media play an important role in daily life, Chinese travellers are highly dependent on Wi-Fi, especially for trips abroad. Hence, travel router has caught the interests of many travellers and companies such as Youyoumob, Ctrip, etc. In 2014, around 117 million Chinese tourists travelled abroad, which show big market potential for the travel router market.

In this report, ASKCI will further disclose market potential and commercial opportunities for travel router industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

Contents

4. MAIN CONTENT

Part Contents

Executive Summary

Definition and Methodology

1 OVERVIEW OF TRAVEL ROUTER INDUSTRY IN CHINA

1.1 Current Development

1.2 Policy and Regulations

1.3 Sales Channel

2 MARKET ANALYSIS OF TRAVEL ROUTER INDUSTRY BY REGION

2.1 North China

2.2 South China

2.3 East China

2.4 West China

2.5 Central China

3 MARKET ANALYSIS OF TRAVEL ROUTER INDUSTRY BY DESTINATION

3.1 Europe

3.2 America

3.3 Japan

3.4 South Korea

3.5 Thailand

3.6 Australia

3.7 Africa

3.8 Middle East

4 IMPORT AND EXPORT ANALYSIS OF TRAVEL ROUTER RELATED INDUSTRY

4.1 Import and Export Analysis of Optical Communication Encryption Routers

4.2 Import and Export Analysis of Non-Optical Communication Encryption Routers

4.3 Import and Export Analysis of Other Routers

5 KEY BRANDS OF TRAVEL ROUTER INDUSTRY IN CHINA

5.1 Youyoumob

5.2 Roaming

5.3 GlocalMe

5.4 Ctrip

5.5 Tuniu

5.6 Kochao

6 PROSPECT OF TRAVEL ROUTER INDUSTRY IN CHINA

7 CONCLUSION AND RECOMMENDATIONS

List Of Tables

LIST OF TABLES

Table 1 Policy of travel router industry in China

Table 2 Import volume of optical communication encryption routers

Table 3 Import value of optical communication encryption routers

List Of Figures

LIST OF FIGURES

Figure 1 Market scale of travel router industry in China, 2011-2014

Figure 2 Export destinations of other routers

Figure 9 Market demand estimation of travel router in China, 2015-2020

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