

# Market Performance of Chinese Listed Leisure Products Companies in 2015

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## Abstracts

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### 1. INTRODUCTION

Leisure product is a part of fast moving consumer good, is just emerging in China. Recent years, leisure products manufactures made tremendous development, especially in Yangtze River Delta and Pearl River Delta. However, the leisure products market was underdeveloped because of the Chinese consuming concept.

Leisure products industry achieved sales volume around RMB35 billion, which decreased 4.92%.

Since people's life conditions are superior than ever, they have more disposable personal income, people's consuming awareness has changed as well, which made them pursue healthy life style and high qualified entertainments. Therefore, there is gigantic market potential for leisure products.

#### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's leisure products industry;

To understand the development situation of leisure products industry in China;

Get more information of the major leisure products producers in China;

Gain insight into the major leisure products producers about operation;

To predict what future of China leisure products industry will be;

To reveal opportunities in China leisure products industry.

## 2) Benefit from the report

Financial performance in 2015 and YoY changes, including revenue, operating profit, net profit, revenue and gross profit margin from leisure products business;

Changes of revenue and net profit in the latest five years and the reasons;

Adjustment to business structure in the recent 2-3 years;

Development strategy and development trends in the near future.

## 3) Deliverables

PDF-format report, with around 30-50 pages.

## 4) Time needed

Three working days needed.

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- 3.15 BanBao Co., Ltd.
- 3.16 Guangdong Qunxing Toys Joint-stock Co., Ltd.
- 3.17 Shenzhen China Bicycle Company (Holdings) Co., Ltd.

### **COMPANIES COVERED**

Shenzhen O-film Tech Co., Ltd.

Yotrio Group Co., Ltd.  
Alpha Group  
Guangzhou Pearl River Piano Group Co., Ltd.  
HL Corp. (Shenzhen)  
Rastar Group  
Lida Optical and Electronic Co., Ltd.  
Shanghai Yaoji Playing Card Co., Ltd.  
Huawei Culture Co., Ltd.  
Phenix Optical Company Limited  
Zhonglu Co., Ltd.  
Shanghai Phoenix Enterprise (Group) Co., Ltd.  
Goldlok Toys Holdings (Guangdong) Co., Ltd.  
Hailun Piano Co., Ltd.  
BanBao Co., Ltd.  
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Shenzhen China Bicycle Company (Holdings) Co., Ltd.

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