

Market Prospect and Investment Strategy Report for Chinese Spring Water Industry 2018-2023

<https://marketpublishers.com/r/MDA6E6A9DBFEN.html>

Date: June 2018

Pages: 88

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

ID: MDA6E6A9DBFEN

Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

Accumulated sales of Chinese bottled drinking water industry was RMB175 billion, 11.1% YOY growth. The total bottled drinking water industrial profit was RMB17 billion approximately, which is about 15% YOY growth.

Chinese spring water has growing market size in drinking water market. Chinese spring water retail sales was around RMB65 billion in 2017; Estimates retail sales of spring water would achieve RMB72 billion in 2018.

Chinese first-tier spring water brands are Wahaha, Cestbon, Farmer Spring, Ganten; the second-tier brands are Laoshan, Mater Kong, Coca, Xishibao, Yili, Yibao, Bluelight.

First-tier brands captured 70% of market share; through stars endorsement advertising, tier-one brands promote brand cognition on media, establish brand imagine.

Contents

ABSTRACT

1 OVERVIEW OF “THE 13TH-FIVE YEAR PLAN” ABOUT SPRING WATER INDUSTRY

- 1.1 Overall Plan
- 1.2 Understand Plan
 - 1.2.1 Standard of Spring Water And Its Effect
 - 1.2.2 Strategic Layout

2 ANALYSIS OF THE 13TH-FIVE YEAR PLAN

- 2.1 Situation of Macro Economy
 - 2.1.1 International Environmental Change and Impact On China's Economy
 - 2.1.2 Direction and Strategic Initiatives of Economic Restructuring
 - 2.1.3 Innovation-Driven Strategy and Building An Innovative Country
 - 2.1.4 Improve the Financial Market System And Risk Prevention
- 2.2 Industrial Development Situation
 - 2.2.1 Upgrade the Industrial Structure and Layout Optimization
 - 2.2.2 Key Mechanisms to Promote Development of Service Industry
 - 2.2.3 Strategic Emerging Industry Development Strategy
- 2.3 Ecological Civilization and Environment
 - 2.3.1 Building Ecological Civilization and Mechanism
 - 2.3.2 Low-Carbon Economy Development
 - 2.3.3 Air Pollution Control Strategy
- 2.4 Social Development Environment
 - 2.4.1 Population Development Policy
 - 2.4.2 Expanding Consumer Demand Growth
 - 2.4.3 Development of Health Protection
 - 2.4.4 Public Services and Livelihood Security

3 SPRING WATER INDUSTRY

- 3.1 Spring Water Industry Development, 2013-2017
- 3.2 Spring Water Industry Size
 - 3.2.1 Business Size
 - 3.2.2 Market Size

3.2.3 Sales Scale

3.2.4 Total Profit

3.3 Spring Water Industry Financial Statistics

3.3.1 Profitability

3.3.2 Debt Paying Ability

3.3.3 Operation

3.3.4 Industrial Development

4 CHINESE SPRING WATER MARKET SIZE

4.1 Market Size

4.1.1 Retail Market Size

4.1.2 Bottled Spring Water Retail Market

4.2 Geographic Distribution

4.3 Regional Market Size

4.3.1 North China

4.3.2 Northeast China

4.3.3 East China

4.3.4 Central China

4.3.5 South China

4.3.6 West China

5 SPRING WATER INDUSTRIAL DEVELOPMENT

5.1 Market Competition

5.2 Product and Market

5.2.1 Production

5.2.2 Market Demand

5.2.3 Brands and Market Share

5.2.4 Major Chinese Spring Water Brands

5.3 Chinese Spring Area

5.3.1 Changbai Mountain Jilin Province

5.3.2 Five-Great-Lake Heilongjiang Province

5.3.3 Guizhou Province Spring Water

5.3.4 Lhasa Natural Spring Water

5.3.5 Qinghai Province Spring Water

5.3.6 Lanzhou Spring Water

6 INDUSTRY COMPETITIVE ADVANTAGE ANALYSIS

- 6.1 Industry Competitive Status
- 6.2 The Overall Competitiveness of Spring Water Industry
- 6.3 Brand Competitive Landscape

7 COMPETITIVE STRATEGY ANALYSIS OF SPRING WATER INDUSTRY

- 7.1 Competitive Structure Analysis
 - 7.1.1 Competition among Existing Enterprises
 - 7.1.2 Threat of New Entrants
 - 7.1.3 Threat of Substitute Products
 - 7.1.4 Bargaining Power of Suppliers
 - 7.1.5 Bargaining Power of Buyers
- 7.2 International Competitiveness of China's Spring Water Industry
 - 7.2.1 Production Factors
 - 7.2.2 Requirement
 - 7.2.3 Support Related Industries
 - 7.2.4 Industry Structure and Competition Situation
 - 7.2.5 The Role of Government
- 7.3 Spring Water Producers' Competitive Strategy
 - 7.3.1 Negative Factors
 - 7.3.2 Strategy of Improving Producers' Core Competitiveness

8 COMPETITIVE ANALYSIS OF MAJOR PRODUCERS

- 8.1 Uni-president China Holdings Ltd.
 - 8.1.1 Basic Information
 - 8.1.2 Major Products
 - 8.1.3 Financial Performance
 - 8.1.4 Sales Network
- 8.2 Tingyi (Cayman Islands) Holding Corp.
 - 8.2.1 Basic Information
 - 8.2.2 Major Products
 - 8.2.3 Financial Performance
 - 8.2.4 Competition Advantages Analysis
- 8.3 Tibet Water Resources Ltd.
 - 8.3.1 Basic Information
 - 8.3.2 Major Products
 - 8.3.3 Financial Performance

- 8.3.4 Competition Advantages Analysis
- 8.4 Evergrande Changbai Mountain Spring Water Co., Ltd.
 - 8.4.1 Basic Information
 - 8.4.2 Major products
 - 8.4.3 Financial Performance
 - 8.4.4 Sales Network
- 8.5 Kunlun Mountain Mineral Water Co., Ltd.
 - 8.5.1 Basic Information
 - 8.5.2 Major Products
 - 8.5.3 Financial Performance
 - 8.5.4 Competition Advantages Analysis
- 8.6 Hangzhou Wahaha Group Co., Ltd.
 - 8.6.1 Basic Information
 - 8.6.2 Major Products
 - 8.6.3 Competition Advantages Analysis
- 8.7 China Resources C'estbon Beverage (China) Co., Ltd.
 - 8.7.1 Basic Information
 - 8.7.2 Major Products
 - 8.7.3 Financial Performance
 - 8.7.4 Competition Advantages Analysis
- 8.8 Shenzhen Health Mineral Water Co., Ltd.
 - 8.8.1 Basic Information
 - 8.8.2 Major Products
 - 8.8.3 Financial Performance
- 8.9 Nongfu Spring Co., Ltd.
 - 8.9.1 Basic Information
 - 8.9.2 Major products
 - 8.9.3 Production base
 - 8.9.4 Competition Advantages Analysis
- 8.1 Shanghai Nestlé Drinking Water Co., Ltd.
 - 8.10.1 Basic Information
 - 8.10.2 Major Products
 - 8.10.3 Financial Performance
 - 8.10.4 Competition Advantages Analysis
- 8.11 Shenzhen Ganten Food & Beverage Co., Ltd.
 - 8.11.1 Basic information
 - 8.11.2 Major Products
 - 8.11.3 Competition Advantages Analysis
- 8.12 Robust (Guangdong) Food & Beverage Co., Ltd.

- 8.12.1 Basic Information
- 8.12.2 Major Products
- 8.12.3 Sales Network
- 8.13 Qingdao Laoshan Mineral Water Co., Ltd.
 - 8.13.1 Basic Information
 - 8.13.2 Major Products
 - 8.13.3 Financial Performance
 - 8.13.4 Production Base
- 8.14 Shanghai Shenmei Beverage and Food Co., Ltd.
 - 8.14.1 Basic Information
 - 8.14.2 Major Products
 - 8.14.3 Production Technology
- 8.15 Guangzhou Watson's Food & Drinks Co., Ltd.
 - 8.15.1 Basic Information
 - 8.15.2 Major Products
 - 8.15.3 Financial Performance

9 SPRING WATER INDUSTRY INVESTMENT AND PROSPECTIVE

- 9.1 Investment Opportunity
 - 9.1.1 Regional Investment Opportunity
 - 9.1.2 Segments Investment
- 9.2 Spring Water Industry Forecast
 - 9.2.1 Spring Water Industry Current Development
 - 9.2.2 Production Technology

10 SPRING WATER INDUSTRY ANALYSIS

- 10.1 Strategic Industry Upgrade
- 10.2 High-end Luxury Spring Water
- 10.3 Energy Conservation and Emission Reduction

11 DEVELOPMENT TREND OF SPRING WATER INDUSTRY AND INVESTMENT RISK ANALYSIS, 2018-2023

- 11.1 Problems of Spring Water Industry
- 11.2 Future Forecast of Spring Water Industry 2018-2023
 - 11.2.1 Development Trend of Spring Water Quality
 - 11.2.2 Future Forecast of Market Size in 2018-2023

- 11.2.3 Development Trend of Spring Water Industry
- 11.3 Investment Risk Analysis of Spring Water Industry
 - 11.3.1 Market Competition Risk
 - 11.3.2 Water Quality Risk
 - 11.3.3 Risk of Product Substitute
 - 11.3.4 Risk of Distribution Channel

12 CHINES SPRING WATER INDUSTRY INVESTMENT STRATEGY, 2018-2023

- 12.1 Chinese Spring Water Industry Investment Opportunity
 - 12.1.1 Chinese Spring Water Industry
 - 12.1.2 Regional Potential
- 12.2 Investment Direction
- 12.3 Chinese Spring Water Industry ROI, 2018-2023
 - 12.3.1 Sales Forecast, 2018-2023
 - 12.3.2 Chinese Spring Water Industry Total Profit Forecast, 2018-2023
 - 12.3.3 Chines Spring Water Industry Profitability Forecast

13 MARKETING STRATEGY AND RECOMMENDATIONS OF CHINESE SPRING WATER INDUSTRY

- 13.1 Marketing Strategy Analysis of Chinese Spring Water
 - 13.1.1 Marketing Situation
 - 13.1.2 Marketing Strategy
- 13.2 Preventive Solution
 - 13.2.1 Grasp The Opportunity of The Nation's Investment
 - 13.2.2 Implementation of Competitive Strategic Alliance
 - 13.2.3 Coping Strategies of Enterprises
- 13.3 Implementation of Key Customer Strategies
 - 13.3.1 Necessity for the Implementation of Key Customer Strategies
 - 13.3.2 Authentication and Confirmation of VIPs of Enterprises
 - 13.3.3 Exploitation and Cultivation of VIPs

List Of Tables

LIST OF TABLES

Table 1 National standard of spring water

Table 2 Chinese bottled drinking water industry statistics

Table 3 Chinese bottled drinking water manufacture industrial development

Table 3 Chinese bottled drinking water output

Table 5 Major brands and market shares

Table 6 Bottled water and consume frequency

Table 7 Major brands and information

Table 8 Market share of spring water brands in China, 2011-2017

Table 9 Major spring water producers in China, 2017

Table 10 Product price of Uni-president China Holdings Ltd., 2017

Table 11 Operation revenue and profit of Uni-president China Holdings Ltd., 2012-2017

Table 12 Operation revenue of Uni-president China Holdings Ltd. by products, 2017

Table 13 Product price of Tingyi (Cayman Islands) Holding Corp., 2017

Table 14 Operation revenue and profit of Tingyi (Cayman Islands) Holding Corp., 2012-2017

Table 15 Product price of Tibet Water Resources Ltd., 2017

Table 16 Operation revenue and profit of Tibet Water Resources Ltd., 2011-2017

Table 17 Basic information of Evergrande Changbai Mountain Spring Water Co., Ltd., 2017

Table 18 Product price of Evergrande Changbai Mountain Spring Water Co., Ltd., 2017

Table 19 Operation revenue and profit of Evergrande Changbai Mountain Spring Water Co., Ltd., 2013-2017

Table 20 Basic information of Kunlun Mountain Mineral Water Co., Ltd., 2017

Table 21 Product price of Kunlun Mountain Mineral Water Co., Ltd., 2017

Table 22 Sales revenue and profit of Kunlun Mountain Mineral Water Co., Ltd., 2012-2017

Table 23 Profit ratio of sales and gross profit rate of Kunlun Mountain Mineral Water Co., Ltd., 2012-2017

Table 24 Basic information of Hangzhou Wahaha Group Co., Ltd., 2017

Table 25 Basic information of China Resources C'estbon Beverage (China) Co., Ltd., 2017

Table 26 Product price of China Resources C'estbon Beverage (China) Co., Ltd., 2017

Table 27 Sales revenue and profit of China Resources C'estbon Beverage (China) Co., Ltd., 2012-2017

Table 28 Profit ratio of profit and gross profit rate of China Resources C'estbon

Beverage (China) Co., Ltd., 2012-2017

Table 29 Basic information of Shenzhen Health Mineral Water Co., Ltd., 2017

Table 30 Product price of Shenzhen Health Mineral Water Co., Ltd., 2017

Table 31 Sales revenue and profit of Shenzhen Health Mineral Water Co., Ltd., 2012-2017

Table 32 Profit ratio of sales and gross profit rate of Shenzhen Health Mineral Water Co., Ltd., 2012-2017

Table 33 Product price of Nongfu Spring Co., Ltd., 2017

Table 34 Basic information of Shanghai Nestlé Drinking Water Co., Ltd., 2017

Table 35 Product price of Shanghai Nestlé Drinking Water Co., Ltd., 2017

Table 36 Sales revenue and profit of Shanghai Nestlé Drinking Water Co., Ltd., 2012-2017

Table 37 Profit ratio of sales and gross profit rate of Shanghai Nestlé Drinking Water Co., Ltd., 2012-2017

Table 38 Basic information of Shenzhen Ganten Food & Beverage Co., Ltd., 2017

Table 39 Product price of Shenzhen Ganten Food & Beverage Co., Ltd., 2017

Table 40 Basic information of Robust (Guangdong) Food & Beverage Co., Ltd., 2017

Table 41 Product price of Robust (Guangdong) Food & Beverage Co., Ltd., 2017

Table 42 Basic information of Qingdao Laoshan Mineral Water Co., Ltd., 2017

Table 43 Product list of Qingdao Laoshan Mineral Water Co., Ltd., 2017

Table 44 Sales revenue and profit of Qingdao Laoshan Mineral Water Co., Ltd., 2012-2017

Table 45 Profit ratio of sales and gross profit rate of Qingdao Laoshan Mineral Water Co., Ltd., 2012-2017

Table 46 Basic information of Shanghai Shenmei Beverage and Food Co., Ltd., 2017

Table 47 Product price of Shanghai Shenmei Beverage and Food Co., Ltd., 2017

Table 48 Basic information of Guangzhou Watson's Food & Drinks Co., Ltd., 2017

Table 49 Product price of Guangzhou Watson's Food & Drinks Co., Ltd., 2017

Table 50 Sales revenue and profit of Guangzhou Watson's Food & Drinks Co., Ltd., 2012-2017

Table 51 Profit ratio of sales and gross profit rate of Guangzhou Watson's Food & Drinks Co., Ltd., 2012-2017

Table 52 Administrative and Strategic Planning of Enterprises to VIPs

List Of Figures

LIST OF FIGURES

Figure 1 Amount of Chinese bottled water manufacturers in China, 2011-2017

Figure 2 Chinese bottled drinking water manufacture industry market cap 2011-2017

Figure 3 The sales of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 4 The profit of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 5 The gross margin of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 6 The cost return rate of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 7 The sales profit of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 8 The return on total asset of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 9 The debt ratio of Chinese bottled drinking water manufacture industry, 2011-2017

Figure 10 Chinese bottled drinking water manufacture industry account receivable turnover, 2011-2017

Figure 11 Chinese bottled drinking water manufacture industry current asset turnover, 2011-2017

Figure 12 Chinese bottled drinking water manufacture industry total asset turnover, 2011-2017

Figure 13 Chinese spring water retail sales trend, 2011-2017

Figure 14 Chinese bottled spring water retail sales

Figure 15 Chinese Spring Water Market Distribution, in 2017

Figure 16 North China spring water market size, 2011-2017

Figure 17 Northeast China spring water market size, 2011-2017

Figure 18 East China spring water market size, 2011-2017

Figure 19 Central China spring water market size, 2011-2017

Figure 20 South China spring water market size, 2011-2017

Figure 21 West China spring water market size, 2011-2017

Figure 22 2015 Chinese bottled water production distribution

Figure 23 Bottled water sold by retail channel

Figure 24 Retail sales of bottled water, 2011-2017

Figure 25 Business structure of Tingyi (Cayman Islands) Holding Corp., 2017

Figure 26 Future forecast for retail sales value of China's spring water industry, 2018-2023

Figure 27 Chinese bottled drinking water sales forecast, 2018-2023

Figure 28 Chinese bottled Water Industry Total Profit Forecast, 2018-2023

I would like to order

Product name: Market Prospect and Investment Strategy Report for Chinese Spring Water Industry 2018-2023

Product link: <https://marketpublishers.com/r/MDA6E6A9DBFEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MDA6E6A9DBFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

