

# Wood Flooring Industry Market Research (China)



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

## Wood Flooring Industry Market Research (China)

Date:	February 1, 2008
Pages:	149
Price:	US\$ 2,250.00
ID:	WD7DC1E44A3EN

Instruction: the report involves statistics, research and analysis of major enterprises engaged in the wood flooring industry in China, including Powerdek Group, Anderson Group, Shanghai Huili Group, Jilin Forest Industrial Group, Sichuan Shengda Company, Fujian Yong'an Forestry, Fillinger Forestry, Kronosenhua, Guangdong Yingbin Forestry, Guangxi Sanwei Forestry Industry (Group) Co. Ltd., Nanjing Fenghua Forestry Processing Factory and Muling Fubang Forestry Ltd., Co., etc.

### Table of Content

#### CHAPTER 1 GENERAL SITUATION OF INDUSTRY DEVELOPMENT

##### Section I General Situation of Wood Flooring Industry

1. Classification of Wood Flooring Products
2. Development Course of Wood Flooring Industry and Distribution of Enterprises

##### Section II Related Wood Flooring Industry Policies and Standards

1. Major standards for wood flooring industry
2. Production permit system is to be exercised. Serial numbers will be marked during production selling

#### CHAPTER 2 ANALYSIS OF WOOD FLOORING UPSTREAM INDUSTRIES- ARTIFICIAL BOARD INDUSTRY

1. Changes in Chinese artificial board output from 2001 to 2007
2. Comparison between major regions of artificial board production from 2005 to 2007
3. Analysis of artificial board production concentration degree

#### CHAPTER 3 WOOD FLOORING SUPPLY ANALYSIS

##### Section I Wood Flooring Output Structure

1. Wood flooring overall output in years from 2003 to 2007
2. Region structure of Chinese solid wood flooring output in 2003-2007
3. Concentration degree of Solid Wood Flooring output from 2003 to 2007
4. Output changes of Chinese top 10 solid wood flooring enterprises in terms of output in 2004-2007

##### Section II Compound Flooring Output Structure

1. Compound flooring overall output in years from 2003 to 2007
2. Region structure of compound flooring output from 2003 to 2007
3. Concentration degree of compound flooring output in from 2003 to 2007
4. Output changes of Chinese top 10 compound flooring enterprises in terms of output

#### CHAPTER 4 WOOD FLOORING DEMAND ANALYSIS

##### Section I Factors Affecting Wood Flooring Demand

1. Macroeconomic factors

2. High-speed development of real estate
- Section II Scale of Chinese Wood Flooring Demand
- Section III Investigation and analysis of consumers for wood flooring
1. Investigation Description
  2. Investigated findings and their analysis

## **CHAPTER 5 THE COMPETITION SITUATION OF WOODEN FLOORING**

- Section I Status and trend of wooden flooring market
1. Analysis of wooden flooring industry integration factors
  2. Wood floor have entered into an era of service competition
  3. North American giants to take part in the competition
  4. Trisection situation of wooden flooring brands
- Section II Competitive Strategy of Wood floor
1. Highlight advantages of various products
  2. Environmental protection is a common selling point
  3. Brand trust will raise consumer loyalty
  4. Product development should consider more about feeling of foot

## **CHAPTER 6 MARKET SEGMENT OF WOODEN FLOORING**

- Section I 1999-2007 Chinese market segment s sales volume and market status of wooden flooring in 2006-2007
1. 1999-2007, China wooden flooring total sales and sales of market segments
  2. 2006-2007 China wooden flooring development status
- Section II Solid wooden flooring
1. Analysis of the advantages and disadvantages of solid wooden flooring
  2. Analysis of Solid wooden flooring price structure
  3. Analysis to Solid wooden flooring consumer's mentality
  4. Market trend of solid wooden flooring
  5. Development trend solid wooden flooring products
- Section III Strengthen wooden flooring
1. Market competition of strengthen wood floor
  2. Product development trend of strengthen wooden flooring
- Section IV Solid compound wood flooring
1. Market status of Solid compound wood flooring
  2. Competition status of Solid compound wood flooring
  3. Competition trend of Solid compound wood flooring
  4. Innovation of Solid compound wood flooring
- Section V Cork Floor
1. Advantages and disadvantage of cork floor
  2. Consumer-Oriented promotion of cork floor
  3. Market of cork floor
  4. Competition between cork floors
- Section VI Bamboo floor
1. Superior characteristics of Bamboo floor
  2. Market development of bamboo floor
  3. The status of Bamboo floor
  4. Competition Situation of Bamboo flooring

## **CHAPTER 7 ANALYSIS OF REGIONAL MARKET FOR WOOD FLOOR BOARDS**

- Section I International Market
1. 2003 global sales statistics of European strengthened wood floor boards
  2. American Wood floor boards

### 3. Wood floor board market in Finland

#### Section II Domestic key markets

1. Wood floor board market in Shanghai grows from
2. Wood floor board market in Beijing
3. Wood floor board market in Shenzhen
4. Wood floor board market in Xi'an

## **CHAPTER 8 ANALYSIS OF MARKETING CIRCULATION OF WOOD FLOOR BOARDS**

#### Section I Circulation actuality of wood floor boards

1. Various forms of ownership systems coexist
2. Various forms of business coexist
3. Various grades and various forms of businesses co-exist
4. The number of the market has increased dramatically
5. The size of the market becomes larger and larger
6. The level of market management has been raised to some extent
7. The rapid development, lack of planning and lack of management and norms, the intensifying competition and the disorderly competition state

#### Section II Contrast with different circulation channels of wood floor boards

1. Stalls Market
2. Building materials supermarkets
3. Franchised stores for decorative materials

#### Section III The existing problems of marketing strategy in wood floor boards

## **CHAPTER 9 ANALYSIS OF TYPICAL ENTERPRISES FOR WOOD FLOOR BOARD**

#### Section I Powerdek Floor-board

1. Introduction to Powerdek Group
2. Production status of Powerdek from 2003 to 2007
3. Performance analysis of Powerdek from 2003 to 2007
4. Competitive strategy of Company

#### Section II Anderson Group

1. Introduction to Company
2. Production status of Anderson from 2003 to 2007
3. Performance analysis of Anderson from 2003 to 2007
4. The company's development strategy and tactics

#### Section III Shanghai Huili Group

1. Overview of Company
2. Production status of Shanghai Jiali from 2003 to 2007
3. Performance analysis of Shanghai Huili from 2003 to 2007

#### Section IV Jilin Forest Industrial Group

1. Overview of Group
2. Production status of Beijing Branch of Jilin Forest Industrial Group from 2003 to 2006
3. Production status of Beijing Branch of Jilin Forest Industrial Group from 2003 to 2006

#### Section V Sichuan Shengda Company

1. Introduction to Company
2. Major Products
3. Production status of Sichuan Shengda from 2003 to 2007
4. Performance analysis of Sichuan Shengda from 2003 to 2007
5. Market operation of Company

#### Section VI Yong'an Forestry

1. Overview of Company
2. Production status of Fujian Yong'an Forestry from 2003 to 2007
3. Performance analysis of Fujian Yong'an Forestry Company from 2003 to 2007

#### Section VII Fillinger Forestry

1. Overview of Company
2. Production status of Fillinger from 2003 to 2007
3. Performance analysis of Fillinger from 2003 to 2007

#### Section VIII Kronosenhua

1. Overview of Company
2. Production status of Kronosenhua from 2003 to 2005
3. Performance analysis of Beijing Kronosenhua from 2003 to 2005

#### Section IX Guangdong Yingbin Forestry

1. Introduction to Company
2. Production status of Guangdong Yinglin Forestry from 2004 to 2007
3. Performance analysis of Guangdong Yinglin from 2003 to 2007
4. Operation strategy of Company

#### Section X Guangxi Sanwei Forestry Industry (Group) Co. Ltd.

1. Overview of Company
2. Production status of Guangxi Sanwei Forestry from 2004 to 2007
3. Performance analysis of Guangxi Sanwei Forestry from 2003 to 2007

#### Section XI Nanjing Fenghua Forestry Processing Factory

1. Introduction to Company
2. Production status of Nanjing Fenghua Forestry from 2003 to 2007
3. Performance analysis of Nanjing Fenghua Forestry from 2003 to 2007

#### Section XII Muling Fubang Forestry Ltd., Co

1. Introduction to Company
2. Production status of Muling Fubang Forestry from 2003 to 2007
3. Performance analysis of Muling Fubang Forestry from 2003 to 2007

## **CHAPTER 10 INVESTMENT ANALYSIS OF WOOD FLOOR INDUSTRY**

### Section I Investment properties of wood flooring

1. Growth
2. Competitiveness
3. Productiveness
4. Development cycle of China's flooring industry

### Section II SWOT Analysis of Wood floor board

1. The favorable factors promoting the development of the flooring industry
2. Unfavorable factors of the development of the flooring industry
3. Threat faced by flooring enterprises
4. Investment opportunities of flooring industry

### Section III Investment Strategies of wood flooring industry

1. Intensify large-scale market segmentation
2. Clear positioning and consider situations of enterprise resources
3. Organize and improve all aspects of marketing
4. Strengthen cooperation and train talents
5. Increase technological development and innovation to win
6. Attach importance to environmental protection and quality certification

## **TABLE CONTENTS**

Table 1. Categories, Formats and Quality Requirements of Chinese Wood Flooring

Table 2. Chinese-English Comparison Table of Related Wood Flooring Standards

Table 3. Increase Tendency Chart of Chinese Artificial Board Output from 2001 to 2007

Table 4. Major Regions of Artificial Board Production in 2005

Table 5. Major Regions of Artificial Board Production in 2006

Table 6. Ratio Chart of Major Artificial Board Production Regions in Our Country in 2005

Table 7. Ratio Chart of Major Artificial Board Production Regions in Our Country in 2006

Table 8. Output Chart of Major Solid Wood Flooring Enterprises in 2003-2007

- Table 9. Region Structure Chart of Chinese Solid Wood Flooring Output in 2007
- Table 10. Region Structure Chart of Chinese Solid Wood Flooring Output in 2006
- Table 11. Region Structure Chart of Chinese Solid Wood Flooring Output in 2005
- Table 12. Region Structure Chart of Chinese Solid Wood Flooring Output in 2004
- Table 13. Region Structure Chart of Chinese Solid Wood Flooring Output in 2003
- Table 14. Solid Wood Flooring Outputs of Provinces and Cities in 2007
- Table 15. Solid Wood Flooring Outputs of Provinces and Cities in 2006
- Table 16. Solid Wood Flooring Outputs of Provinces and Cities in 2005
- Table 17. Chinese Solid Wood Flooring Output Ratio Structure from 2003 to 2005
- Table 18. Solid Wood Flooring Output Structure (by Scale of Enterprise) in 2004
- Table 19. Wood Flooring Output Structure (by Scale of Enterprise) in 2003
- Table 20. Comparison Chart of Wood Flooring Output Increase Rates of Large, Medium and Small Scale Enterprises in 2003-2004
- Table 21. Chinese Top 10 Solid Wood Flooring Enterprises in Terms of Output in 2006-2007
- Table 22. Chinese Top 10 Solid Wood Flooring Enterprises in Terms of Output in 2004-2005
- Table 23. Chinese Compound flooring Output Increase Chart in 2003-2007
- Table 24. Compound flooring Output Ratio of Provinces and Cities in 2007
- Table 25. Compound flooring Output Ratio of Provinces and Cities in 2006
- Table 26. Compound flooring Output Ratio of Provinces and Cities in 2005
- Table 27. Compound flooring Output Ratio of Provinces and Cities in 2004
- Table 28. Compound flooring Output Ratio of Provinces and Cities in 2003
- Table 29. Compound flooring Outputs of Provinces and Cities in 2007
- Table 30. Compound flooring Outputs of Provinces and Cities in 2006
- Table 31. Compound flooring Outputs of Provinces and Cities in 2005
- Table 32. Chinese Compound flooring Output Ratio Structure in 2004-2005
- Table 33. Compound flooring Output Ratio Chart of Large, Medium and Small Scale Enterprises in 2004
- Table 34. Compound flooring Output Ratio Chart of Large, Medium and Small Scale Enterprises in 2003
- Table 35. Comparison Chart of Compound flooring Output Increase Rates of Large, Medium and Small Scale Enterprises in 2003-2004
- Table 36. Chinese Top 10 Compound flooring Enterprises in Terms of Output in 2006-2007
- Table 37. Chinese Top 10 Compound flooring Enterprises in Terms of Output in 2004-2005
- Table 38. Ranking of Top 10 Wood Flooring Enterprises in Terms of Output in 2003-2004
- Table 39. GDP Increase Chart in 2002-2007
- Table 40. Population Growth in 2001-2007
- Table 41. Population in 2007 and Its Structure
- Table 42. Urban Residents' Disposable Income Per Capita and Its Increase Speed in 2002-2007
- Table 43. Rural Residents' Net Income Per Capita and Its Increase Speed in 2002-2007
- Table 44. Total Retail Amount of Social Consumer Goods and Its Increase Speed in 2002-2007
- Table 45. Tendency Chart of Increase in the Sold Area of Chinese Commercial Residential Buildings and Houses
- Table 46. Tendency Chart of Increase in China's Total Flooring Output from 2004 to 2006
- Table 47. China's Wood Flooring Output Value in 2004-2006
- Table 48. list of China wooden flooring total sales volume and market segment sales from 1999 to 2006
- Table 49. 1999-2007, proportion trend of Chinese main type's wooden flooring sales volume in the share
- Table 50. 2003-2004, output trend of solid wood floor
- Table 51. 1999-2007, China solid wood flooring sales and the growth trend
- Table 52. 2003-2004, growth of China strengthen wooden flooring production Unit: 10,000 square meters
- Table 53. Growth of China strengthen wooden flooring sales from 1999 to 2007
- Table 54. 2003-2004 Growth of China Solid compound wood flooring production
- Table 55. Growth of China Solid compound wood flooring sales from 1999 to 2007
- Table 56. Growth of China strengthen wooden flooring sales from 1999 to 2007
- Table 57. 2001—2002 American total trade amount of wood floor boards
- Table 58. 2000-2001 Finland sales revenue of wood floor boards
- Table 59. Motivation of purchasing home decoration for Beijing residents
- Table 60. Ratio of choosing three kinds of ground materials for Beijing consumers



- Table 61. Attention indexes of purchasing floor boards for Shenzhen consumers
- Table 62. Market share of various floor boards in Shenzhen
- Table 63. Market share of circulation channels for various decorative materials
- Table 64. Output increase chart of compound flooring for Powerdek Industrial (Shenzhen) Ltd., Co. from 2003 to 2007
- Table 65. 2003—2007 operation situation of Powerdek Industrial (Shenzhen) Ltd., Co.
- Table 66. 2003—2007 operation analysis of Powerdek Industrial (Shenzhen) Ltd., Co.
- Table 67. 2003—2007 Output char of wood flooring for Shanghai Anderson Floorign Ltd., Co.
- Table 68. 2003—2007 operation situation of Shanghai Anderson Flooring Ltd., Co.
- Table 69. 2003—2007 operation analysis of Shanghai Anderson Flooring Ltd., Co.
- Table 70. 2003—2007 output chart of compound flooring for Shanghai Huili Flooring Products Ltd., Co.
- Table 71. 2003—2007 operation situation of Shanghai Huili Flooring Products Ltd., Co.
- Table 72. 2003—2007 operation analysis of Shanghai Huili Flooring Products Ltd., Co.
- Table 73. 2003—2007 output chart of compound flooring for Beijing branch of Jilin Forest Industrial Stock Ltd., Co.
- Table 74. 2003—2007 operation situation of Beijing Branch of Jilin Forest Industrial Group
- Table 75. 2003—2007 operation analysis of Beijing Branch of Jilin Forest Industrial Group
- Table 76. 2003—2007 output chart of wood flooring for Sichuan Shengda Forestry Ltd., Co.
- Table 77. 2003—2007 operation situation of Sichuan Shengda Company
- Table 78. 2003—2007 operation analysis of Sichuan Shengda Company
- Table 79. 2003—2007 output chart of compound flooring for Fujian Yong'an Forestry Stock Ltd., Co.
- Table 80. 2003—2007 operation situation of Fujian Yong'an Forestry
- Table 81. 2003—2007 operation analysis of Fujian Yong'an Forestry
- Table 82. 2003—2007 output chart of compound flooring for Finllinger Forestry (Shanghai) Ltd., Co.
- Table 83. 2003—2007 operation situation of Fillinger Flooring (Shanghai) Ltd., Co.
- Table 84. 2003—2007 operation analysis of Fillinger Flooring (Shanghai) Ltd., Co.
- Table 85. 2003—2007 output chart of compound flooring for Beijing Kronosenhua Floorign Ltd., Co.
- Table 86. 2003—2007 operation situation of Beijing Kronosenhua Flooring Ltd., Co.
- Table 87. 2003—2007 operation analysis of Beijing Kronosenhua Flooring Ltd., Co.
- Table 88. 2004—2007 output chart of solid flooring for Yinglin Forestry in Shunde District of Foshan City
- Table 89. 2003—2007 operation situation of Yinglin Forestry Ltd., Co. in Shunde District of Foshan City
- Table 90. 2003—2007 operation analysis of Yinglin Forestry Ltd., Co. in Shunde District of Foshan City
- Table 91. 2003—2007 output chart of wood flooring for Guangxi Sanwei Forestry Industry (Group) Co. Ltd.
- Table 92. 2003—2007 operation situation of Guangxi Forestry Industrial Ltd., Co.
- Table 93. 2003—2007 operation analysis of Guangxi Forestry Industrial Ltd., Co.
- Table 94. 2003—2007 output chart of wood flooring for Nanjing Fenghua Forestry
- Table 95. 2003—2004 operation situation of Nanjing Fenghua Forestry Processing Factory
- Table 96. 2003—2004 operation analysis of Nanjing Fenghua Forestry Processing Factory
- Table 97. 2003—2007 output chart of wood flooring for Muling Fubang Forestry Ltd., Co.
- Table 98. 2003—2007 operation situation of Mulin Fubang Forestry Ltd., Co.
- Table 99. 2003—2007 operation analysis of Mulin Fubang Forestry Ltd., Co.
- Table 100. 2003—2004 Table of earning profits for China's flooring industry
- Table 101. 2003—2004 Table of payoff level for China's flooring industry
- Table 102. Life cycle of Industry
- Table 103. 2003—2004 Table of development scale for China's flooring industry

### I would like to order:

**Product name:** Wood Flooring Industry Market Research (China)  
**Product link:** <http://marketpublishers.com/r/WD7DC1E44A3EN.html>  
**Product ID:** WD7DC1E44A3EN  
**Price:** US\$ 2,250.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/WD7DC1E44A3EN.html>

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

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.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**