

Travel Retail in China

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Abstracts

Travel retail posted robust current value growth of 12% in 2013 owing to the increasing awareness of the importance of leisure travel for personal wellbeing, supported by rising disposable incomes. More Chinese consumers tended to choose travel as the priority for relaxation purposes from the pressures of studying and working life, so that they gradually enhanced the frequency, time duration as well as their budgets for leisure travel, thus boosting total expenditure on travel retail overall in...

Euromonitor International's Travel Retail in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Travel Retail Sales by Category: Value 2008-2013

Table 2 Travel Retail Corporate Business Sales: Value 2008-2013

Table 3 Travel Retail Leisure Sales: Value 2008-2013

Table 4 Travel Retail Online Sales by Category: Internet Transaction Value 2008-2013

Table 5 Travel Retail NBO Company Shares: % Value 2009-2013

Table 6 Travel Retail Brands by Key Performance Indicators 2013

Table 7 Forecast Travel Retail Sales by Category: Value 2013-2018

Table 8 Forecast Travel Retail Corporate Business Sales: Value 2013-2018

Table 9 Forecast Travel Retail Leisure Sales: Value 2013-2018

Table 10 Forecast Travel Retail Online Sales by Category: Internet Transaction Value 2013-2018

Ctrip.com International Ltd in Travel and Tourism (china)

Strategic Direction

Key Facts

Summary 1 Ctrip.com International Ltd: Key Facts

Summary 2 Ctrip.com International Ltd: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Ctrip.com International Ltd: Competitive Position 2013

Executive Summary

Strong Growth Supported by A Growing Need for Relaxation and Exposure To Foreign Cultures

Decelerating Economy and Anti-corruption Policies Underpin the Slowdown in Growth Investments, Mergers and Acquisitions Consolidate the Leading Positions of Top Players

Retail Offline Sales Still Dominate While Online Sales Enjoy Buoyant Growth

Upbeat Outlook for Travel and Tourism Over the Forecast Period

SWOT

Summary 4 China: SWOT

Demand Factors

Table 11 Leave Entitlement: Volume 2008-2013

Table 12 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 13 Balance of Tourism Payments: Value 2008-2013
Sources
Summary 5 Research Sources

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