

# The 2023-2028 Outlook for Durable Goods Advertising in China

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## Abstracts

This study covers the latent demand outlook for durable goods advertising across the regions of China, including provinces, autonomous regions (Guangxi, Nei Mongol, Ningxia, Xinjiang, Xizang - Tibet), municipalities (Beijing, Chongqing, Shanghai, and Tianjin), special administrative regions (Hong Kong and Macau), and Taiwan (all hereafter referred to as 'regions'). Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 1,100 cities in China. For each major city in question, the percent share the city is of the region and of China is reported. Each major city is defined as an area of 'economic population', as opposed to the demographic population within a legal geographic boundary. For many cities, the economic population is much larger than the population within the city limits; this is especially true for the cities of the Western regions. For the coastal regions, cities which are close to other major cities or which represent, by themselves, a high percent of the regional population, actual city-level population is closer to the economic population (e.g. in Beijing). Based on this 'economic' definition of population, comparative benchmarks allow the reader to quickly gauge a city's marketing and distribution value vis-?-vis others. This exercise is quite useful for persons setting up distribution centers or sales force strategies. Using econometric models which project fundamental economic dynamics within each region and city of influence, latent demand estimates are created for durable goods advertising. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of durable goods advertising as including all commonly understood services falling within this broad category, such as the design and

implementation of advertising campaigns for motor vehicles and parts, furniture and home furnishings, sporting equipment, lumber and other construction materials, professional and commercial equipment, electrical goods, hardware, plumbing and heating equipment, machinery, metals and minerals excluding petroleum, toys, jewelry, watches, and other durable goods, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Grey Global, Havas, Interpublic Group of Companies (IPG), Ogilvy & Mather Worldwide, and Omnicom Group. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

## Contents

### **1 INTRODUCTION**

#### 1.1 OVERVIEW

#### 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

#### 1.3 THE METHODOLOGY

##### 1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION

##### 1.3.2 STEP 2. FILTERING AND SMOOTHING

##### 1.3.3 STEP 3. FILLING IN MISSING VALUES

##### 1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION

##### 1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION

##### 1.3.6 STEP 6. AGGREGATION AND BENCHMARKING

#### 1.4 FREQUENTLY ASKED QUESTIONS (FAQ)

##### 1.4.1 CATEGORY DEFINITION

##### 1.4.2 UNITS

##### 1.4.3 METHODOLOGY

### **2 SUMMARY OF FINDINGS**

#### 2.1 LATENT DEMAND IN CHINA

#### 2.2 TOP 100 CITIES SORTED BY RANK

#### 2.3 LATENT DEMAND BY YEAR IN CHINA

### **3 ANHUI**

#### 3.1 LATENT DEMAND BY YEAR - ANHUI

#### 3.2 CITIES SORTED BY RANK - ANHUI

#### 3.3 CITIES SORTED ALPHABETICALLY - ANHUI

### **4 BEIJING**

#### 4.1 LATENT DEMAND BY YEAR - BEIJING

#### 4.2 CITIES SORTED BY RANK - BEIJING

#### 4.3 CITIES SORTED ALPHABETICALLY - BEIJING

### **5 CHONGQING**

#### 5.1 LATENT DEMAND BY YEAR - CHONGQING

5.2 CITIES SORTED BY RANK - CHONGQING

5.3 CITIES SORTED ALPHABETICALLY - CHONGQING

## **6 FUJIAN**

6.1 LATENT DEMAND BY YEAR - FUJIAN

6.2 CITIES SORTED BY RANK - FUJIAN

6.3 CITIES SORTED ALPHABETICALLY - FUJIAN

## **7 GANSU**

7.1 LATENT DEMAND BY YEAR - GANSU

7.2 CITIES SORTED BY RANK - GANSU

7.3 CITIES SORTED ALPHABETICALLY - GANSU

## **8 GUANGDONG**

8.1 LATENT DEMAND BY YEAR - GUANGDONG

8.2 CITIES SORTED BY RANK - GUANGDONG

8.3 CITIES SORTED ALPHABETICALLY - GUANGDONG

## **9 GUANGXI**

9.1 LATENT DEMAND BY YEAR - GUANGXI

9.2 CITIES SORTED BY RANK - GUANGXI

9.3 CITIES SORTED ALPHABETICALLY - GUANGXI

## **10 GUIZHOU**

10.1 LATENT DEMAND BY YEAR - GUIZHOU

10.2 CITIES SORTED BY RANK - GUIZHOU

10.3 CITIES SORTED ALPHABETICALLY - GUIZHOU

## **11 HAINAN**

11.1 LATENT DEMAND BY YEAR - HAINAN

11.2 CITIES SORTED BY RANK - HAINAN

11.3 CITIES SORTED ALPHABETICALLY - HAINAN

**12 HEBEI**

- 12.1 LATENT DEMAND BY YEAR - HEBEI
- 12.2 CITIES SORTED BY RANK - HEBEI
- 12.3 CITIES SORTED ALPHABETICALLY - HEBEI

**13 HEILONGJIANG**

- 13.1 LATENT DEMAND BY YEAR - HEILONGJIANG
- 13.2 CITIES SORTED BY RANK - HEILONGJIANG
- 13.3 CITIES SORTED ALPHABETICALLY - HEILONGJIANG

**14 HENAN**

- 14.1 LATENT DEMAND BY YEAR - HENAN
- 14.2 CITIES SORTED BY RANK - HENAN
- 14.3 CITIES SORTED ALPHABETICALLY - HENAN

**15 HONG KONG**

- 15.1 LATENT DEMAND BY YEAR - HONG KONG
- 15.2 CITIES SORTED BY RANK - HONG KONG
- 15.3 CITIES SORTED ALPHABETICALLY - HONG KONG

**16 HUBEI**

- 16.1 LATENT DEMAND BY YEAR - HUBEI
- 16.2 CITIES SORTED BY RANK - HUBEI
- 16.3 CITIES SORTED ALPHABETICALLY - HUBEI

**17 HUNAN**

- 17.1 LATENT DEMAND BY YEAR - HUNAN
- 17.2 CITIES SORTED BY RANK - HUNAN
- 17.3 CITIES SORTED ALPHABETICALLY - HUNAN

**18 JIANGSU**

- 18.1 LATENT DEMAND BY YEAR - JIANGSU

18.2 CITIES SORTED BY RANK - JIANGSU

18.3 CITIES SORTED ALPHABETICALLY - JIANGSU

## **19 JIANGXI**

19.1 LATENT DEMAND BY YEAR - JIANGXI

19.2 CITIES SORTED BY RANK - JIANGXI

19.3 CITIES SORTED ALPHABETICALLY - JIANGXI

## **20 JILIN**

20.1 LATENT DEMAND BY YEAR - JILIN

20.2 CITIES SORTED BY RANK - JILIN

20.3 CITIES SORTED ALPHABETICALLY - JILIN

## **21 LIAONING**

21.1 LATENT DEMAND BY YEAR - LIAONING

21.2 CITIES SORTED BY RANK - LIAONING

21.3 CITIES SORTED ALPHABETICALLY - LIAONING

## **22 MACAU**

22.1 LATENT DEMAND BY YEAR - MACAU

22.2 CITIES SORTED BY RANK - MACAU

22.3 CITIES SORTED ALPHABETICALLY - MACAU

## **23 NEI MONGGOL**

23.1 LATENT DEMAND BY YEAR - NEI MONGGOL

23.2 CITIES SORTED BY RANK - NEI MONGGOL

23.3 CITIES SORTED ALPHABETICALLY - NEI MONGGOL

## **24 NINGXIA**

24.1 LATENT DEMAND BY YEAR - NINGXIA

24.2 CITIES SORTED BY RANK - NINGXIA

24.3 CITIES SORTED ALPHABETICALLY - NINGXIA

**25 QINGHAI**

- 25.1 LATENT DEMAND BY YEAR - QINGHAI
- 25.2 CITIES SORTED BY RANK - QINGHAI
- 25.3 CITIES SORTED ALPHABETICALLY - QINGHAI

**26 SHAANXI**

- 26.1 LATENT DEMAND BY YEAR - SHAANXI
- 26.2 CITIES SORTED BY RANK - SHAANXI
- 26.3 CITIES SORTED ALPHABETICALLY - SHAANXI

**27 SHANDONG**

- 27.1 LATENT DEMAND BY YEAR - SHANDONG
- 27.2 CITIES SORTED BY RANK - SHANDONG
- 27.3 CITIES SORTED ALPHABETICALLY - SHANDONG

**28 SHANGHAI**

- 28.1 LATENT DEMAND BY YEAR - SHANGHAI
- 28.2 CITIES SORTED BY RANK - SHANGHAI
- 28.3 CITIES SORTED ALPHABETICALLY - SHANGHAI

**29 SHANXI**

- 29.1 LATENT DEMAND BY YEAR - SHANXI
- 29.2 CITIES SORTED BY RANK - SHANXI
- 29.3 CITIES SORTED ALPHABETICALLY - SHANXI

**30 SICHUAN**

- 30.1 LATENT DEMAND BY YEAR - SICHUAN
- 30.2 CITIES SORTED BY RANK - SICHUAN
- 30.3 CITIES SORTED ALPHABETICALLY - SICHUAN

**31 TAIWAN**

- 31.1 LATENT DEMAND BY YEAR - TAIWAN

31.2 CITIES SORTED BY RANK - TAIWAN

31.3 CITIES SORTED ALPHABETICALLY - TAIWAN

## **32 TIANJIN**

32.1 LATENT DEMAND BY YEAR - TIANJIN

32.2 CITIES SORTED BY RANK - TIANJIN

32.3 CITIES SORTED ALPHABETICALLY - TIANJIN

## **33 XINJIANG UYGUR**

33.1 LATENT DEMAND BY YEAR - XINJIANG UYGUR

33.2 CITIES SORTED BY RANK - XINJIANG UYGUR

33.3 CITIES SORTED ALPHABETICALLY - XINJIANG UYGUR

## **34 XIZANG [TIBET]**

34.1 LATENT DEMAND BY YEAR - XIZANG [TIBET]

34.2 CITIES SORTED BY RANK - XIZANG [TIBET]

34.3 CITIES SORTED ALPHABETICALLY - XIZANG [TIBET]

## **35 YUNNAN**

35.1 LATENT DEMAND BY YEAR - YUNNAN

35.2 CITIES SORTED BY RANK - YUNNAN

35.3 CITIES SORTED ALPHABETICALLY - YUNNAN

## **36 ZHEJIANG**

36.1 LATENT DEMAND BY YEAR - ZHEJIANG

36.2 CITIES SORTED BY RANK - ZHEJIANG

36.3 CITIES SORTED ALPHABETICALLY - ZHEJIANG

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