

The 2023-2028 Outlook for Primary Batteries in China

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Abstracts

This study covers the latent demand outlook for primary batteries 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 primary batteries. 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.

This study covers primary batteries as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for primary batteries is 3359120. It is for this definition that aggregate

latent demand estimates are derived. Primary batteries is specifically defined as follows:

3359120 PRIMARY BATTERIES

33591201 Round and prismatic primary battery cells

33591202 Button and coin primary battery cells

33591203 Parts for primary batteries, excluding cases and containers

3359120101 Alkaline manganese round and prismatic primary battery cells

3359120104 Zinc carbon round and prismatic primary battery cells

3359120107 Mercuric oxide round and prismatic primary battery cells

3359120111 Lithium round and prismatic primary battery cells

3359120114 All other round and prismatic battery cells

3359120201 Silver oxide button and coin primary battery cells

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