

The 2023-2028 Outlook for Tufted Carpets and Rugs in China

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Abstracts

This study covers the latent demand outlook for tufted carpets and rugs 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 tufted carpets and rugs. 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 tufted carpets and rugs as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tufted carpets and rugs is 3141103. It is for this definition that aggregate latent demand estimates are derived. Tufted carpets and rugs is specifically defined as follows:

3141103 Other carpet and rugs

31411031 Carpet and rugs tufted only or tufted and finished in same plant

31411032 Carpet and rugs, finishing only

3141103110 Carpet and rugs tufted only or tufted and finished in same plant

3141103112 Tufted washable scatter rugs, bathmats, and sets (rugs 6 ft by 9 ft and smaller)

3141103114 Tufted hard backed nonwashable accent/area rugs (6 ft by 9 ft and smaller)

3141103116 Tufted room size rugs (larger than 6 ft by 9 ft)

3141103118 Tufted roll goods, including modular carpeting (6 ft and larger), except automobile and aircraft

314110311A Tufted artificial grass for nonathletic surfaces

314110311C Tufted automobiles and aircraft carpets and rugs

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