

Accountancy in China



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SUMMARY

Accountancy in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the China accountancy market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

- The accountancy market consists of revenues generated by firms engaged in designing, preparing and auditing accounting records.
- The Chinese accountancy market had total revenues of \$10.9bn in 2016, representing a compound annual growth rate (CAGR) of 10.8% between 2012 and 2016.
- The audit segment was the market's most lucrative in 2016, with total revenues of \$5.1bn, equivalent to 46.3% of the market's overall value.
- According to the Chinese Institute of Certified Public Accountants (CICPA), although the 'big four' professional services firms have traditionally dominated the Chinese market, domestic firms have recently been flourishing and now hold significant market share. In fact, Ruihua CPA is now the fourth largest accountancy firm in China, knocking KPMG out of the top four firms.

SCOPE

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the accountancy market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the accountancy market in China
- Leading company profiles reveal details of key accountancy market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China accountancy market with five year forecasts

REASONS TO BUY

- What was the size of the China accountancy market by value in 2016?
- What will be the size of the China accountancy market in 2021?
- What factors are affecting the strength of competition in the China accountancy market?
- How has the market performed over the last five years?

- What are the main segments that make up China's accountancy market?

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COMPANIES MENTIONED

Deloitte Touche Tohmatsu Limited
Ernst & Young Global Limited
PricewaterhouseCoopers International Limited
Ruihua Certified Public Accountants, LLP

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