

Greeting Cards-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/G3440B2E07DMEN.html>

Date: February 2018

Pages: 133

Price: US\$ 2,980.00 (Single User License)

ID: G3440B2E07DMEN

Abstracts

Report Summary

Greeting Cards-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Greeting Cards industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provide useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Greeting Cards 2013-2017, and development forecast 2018-2023

Main market players of Greeting Cards in China, with company and product introduction, position in the Greeting Cards market

Market status and development trend of Greeting Cards by types and applications

Cost and profit status of Greeting Cards, and marketing status

Market growth drivers and challenges

The report segments the China Greeting Cards market as:

China Greeting Cards Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

Northwest China

China Greeting Cards Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Everyday Cards

Seasonal Cards

China Greeting Cards Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Personal Care

Jewelry

Toys

Home Accessories

Stationery

Tabletops

China Greeting Cards Market: Players Segment Analysis (Company and Product introduction, Greeting Cards Sales Volume, Revenue, Price and Gross Margin):

American Greetings

Hallmark Cards Inc.

Visant Holding Corporation

Carlton Cards

Budget Greeting Cards

Party City

Papyrus

International Greetings

Simon Elvin

Avanti Press

John Sands

Archies

UNICEF

Vintage Cards & Creations

William Arthur

Card Connection

Child Rights And You

Current

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

Contents

CHAPTER 1 OVERVIEW OF GREETING CARDS

- 1.1 Definition of Greeting Cards in This Report
- 1.2 Commercial Types of Greeting Cards
 - 1.2.1 Everyday Cards
 - 1.2.2 Seasonal Cards
- 1.3 Downstream Application of Greeting Cards
 - 1.3.1 Personal Care
 - 1.3.2 Jewelry
 - 1.3.3 Toys
 - 1.3.4 Home Accessories
 - 1.3.5 Stationery
 - 1.3.6 Tabletops
- 1.4 Development History of Greeting Cards
- 1.5 Market Status and Trend of Greeting Cards 2013-2023
 - 1.5.1 China Greeting Cards Market Status and Trend 2013-2023
 - 1.5.2 Regional Greeting Cards Market Status and Trend 2013-2023

CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Greeting Cards in China 2013-2017
- 2.2 Consumption Market of Greeting Cards in China by Regions
 - 2.2.1 Consumption Volume of Greeting Cards in China by Regions
 - 2.2.2 Revenue of Greeting Cards in China by Regions
- 2.3 Market Analysis of Greeting Cards in China by Regions
 - 2.3.1 Market Analysis of Greeting Cards in North China 2013-2017
 - 2.3.2 Market Analysis of Greeting Cards in Northeast China 2013-2017
 - 2.3.3 Market Analysis of Greeting Cards in East China 2013-2017
 - 2.3.4 Market Analysis of Greeting Cards in Central & South China 2013-2017
 - 2.3.5 Market Analysis of Greeting Cards in Southwest China 2013-2017
 - 2.3.6 Market Analysis of Greeting Cards in Northwest China 2013-2017
- 2.4 Market Development Forecast of Greeting Cards in China 2018-2023
 - 2.4.1 Market Development Forecast of Greeting Cards in China 2018-2023
 - 2.4.2 Market Development Forecast of Greeting Cards by Regions 2018-2023

CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

- 3.1 Whole China Market Status by Types
 - 3.1.1 Consumption Volume of Greeting Cards in China by Types
 - 3.1.2 Revenue of Greeting Cards in China by Types
- 3.2 China Market Status by Types in Major Countries
 - 3.2.1 Market Status by Types in North China
 - 3.2.2 Market Status by Types in Northeast China
 - 3.2.3 Market Status by Types in East China
 - 3.2.4 Market Status by Types in Central & South China
 - 3.2.5 Market Status by Types in Southwest China
 - 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Greeting Cards in China by Types

CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Greeting Cards in China by Downstream Industry
- 4.2 Demand Volume of Greeting Cards by Downstream Industry in Major Countries
 - 4.2.1 Demand Volume of Greeting Cards by Downstream Industry in North China
 - 4.2.2 Demand Volume of Greeting Cards by Downstream Industry in Northeast China
 - 4.2.3 Demand Volume of Greeting Cards by Downstream Industry in East China
 - 4.2.4 Demand Volume of Greeting Cards by Downstream Industry in Central & South China
 - 4.2.5 Demand Volume of Greeting Cards by Downstream Industry in Southwest China
 - 4.2.6 Demand Volume of Greeting Cards by Downstream Industry in Northwest China
- 4.3 Market Forecast of Greeting Cards in China by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF GREETING CARDS

- 5.1 China Economy Situation and Trend Overview
- 5.2 Greeting Cards Downstream Industry Situation and Trend Overview

CHAPTER 6 GREETING CARDS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

- 6.1 Sales Volume of Greeting Cards in China by Major Players
- 6.2 Revenue of Greeting Cards in China by Major Players
- 6.3 Basic Information of Greeting Cards by Major Players
 - 6.3.1 Headquarters Location and Established Time of Greeting Cards Major Players
 - 6.3.2 Employees and Revenue Level of Greeting Cards Major Players

- 6.4 Market Competition News and Trend
 - 6.4.1 Merger, Consolidation or Acquisition News
 - 6.4.2 Investment or Disinvestment News
 - 6.4.3 New Product Development and Launch

CHAPTER 7 GREETING CARDS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 American Greetings
 - 7.1.1 Company profile
 - 7.1.2 Representative Greeting Cards Product
 - 7.1.3 Greeting Cards Sales, Revenue, Price and Gross Margin of American Greetings
- 7.2 Hallmark Cards Inc.
 - 7.2.1 Company profile
 - 7.2.2 Representative Greeting Cards Product
 - 7.2.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Hallmark Cards Inc.
- 7.3 Visant Holding Corporation
 - 7.3.1 Company profile
 - 7.3.2 Representative Greeting Cards Product
 - 7.3.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Visant Holding Corporation
- 7.4 Carlton Cards
 - 7.4.1 Company profile
 - 7.4.2 Representative Greeting Cards Product
 - 7.4.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Carlton Cards
- 7.5 Budget Greeting Cards
 - 7.5.1 Company profile
 - 7.5.2 Representative Greeting Cards Product
 - 7.5.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Budget Greeting Cards
- 7.6 Party City
 - 7.6.1 Company profile
 - 7.6.2 Representative Greeting Cards Product
 - 7.6.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Party City
- 7.7 Papyrus
 - 7.7.1 Company profile
 - 7.7.2 Representative Greeting Cards Product
 - 7.7.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Papyrus
- 7.8 International Greetings

- 7.8.1 Company profile
- 7.8.2 Representative Greeting Cards Product
- 7.8.3 Greeting Cards Sales, Revenue, Price and Gross Margin of International Greetings
- 7.9 Simon Elvin
 - 7.9.1 Company profile
 - 7.9.2 Representative Greeting Cards Product
 - 7.9.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Simon Elvin
- 7.10 Avanti Press
 - 7.10.1 Company profile
 - 7.10.2 Representative Greeting Cards Product
 - 7.10.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Avanti Press
- 7.11 John Sands
 - 7.11.1 Company profile
 - 7.11.2 Representative Greeting Cards Product
 - 7.11.3 Greeting Cards Sales, Revenue, Price and Gross Margin of John Sands
- 7.12 Archies
 - 7.12.1 Company profile
 - 7.12.2 Representative Greeting Cards Product
 - 7.12.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Archies
- 7.13 UNICEF
 - 7.13.1 Company profile
 - 7.13.2 Representative Greeting Cards Product
 - 7.13.3 Greeting Cards Sales, Revenue, Price and Gross Margin of UNICEF
- 7.14 Vintage Cards & Creations
 - 7.14.1 Company profile
 - 7.14.2 Representative Greeting Cards Product
 - 7.14.3 Greeting Cards Sales, Revenue, Price and Gross Margin of Vintage Cards & Creations
- 7.15 William Arthur
 - 7.15.1 Company profile
 - 7.15.2 Representative Greeting Cards Product
 - 7.15.3 Greeting Cards Sales, Revenue, Price and Gross Margin of William Arthur
- 7.16 Card Connection
- 7.17 Child Rights And You
- 7.18 Current

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF GREETING CARDS

- 8.1 Industry Chain of Greeting Cards
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF GREETING CARDS

- 9.1 Cost Structure Analysis of Greeting Cards
- 9.2 Raw Materials Cost Analysis of Greeting Cards
- 9.3 Labor Cost Analysis of Greeting Cards
- 9.4 Manufacturing Expenses Analysis of Greeting Cards

CHAPTER 10 MARKETING STATUS ANALYSIS OF GREETING CARDS

- 10.1 Marketing Channel
 - 10.1.1 Direct Marketing
 - 10.1.2 Indirect Marketing
 - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
 - 10.2.1 Pricing Strategy
 - 10.2.2 Brand Strategy
 - 10.2.3 Target Client
- 10.3 Distributors/Traders List

CHAPTER 11 REPORT CONCLUSION

CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE

- 12.1 Methodology/Research Approach
 - 12.1.1 Research Programs/Design
 - 12.1.2 Market Size Estimation
 - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
 - 12.2.1 Secondary Sources
 - 12.2.2 Primary Sources
- 12.3 Reference

I would like to order

Product name: Greeting Cards-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/G3440B2E07DMEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3440B2E07DMEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970