

# China Color Pencil Market Research Report 2017

<https://marketpublishers.com/r/C7B7E3EFC50EN.html>

Date: January 2017

Pages: 106

Price: US\$ 3,200.00 (Single User License)

ID: C7B7E3EFC50EN

## Abstracts

### Notes:

Sales, means the sales volume of Color Pencil

Revenue, means the sales value of Color Pencil

This report studies Color Pencil in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

Sanford

Maped

Holbein

Mitsubishi

Van Gogh

Marco

Koh-I-Noor

Faber-Castell

Derwent

Caran d'Ache

Lyra Rembrandt

Staedtler

Market Segment by Regions (provinces), covering

South China

East China

Southwest China

Northeast China

North China

Central China

Northwest China

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

dry colored pencil

water soluble pencil

Split by Application, this report focuses on consumption, market share and growth rate of Color Pencil in each application, can be divided into

Amateurish

Painter

Architect

Others

## Contents

### China Color Pencil Market Research Report 2017

#### **1 COLOR PENCIL MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Color Pencil
- 1.2 Color Pencil Segment by Type
  - 1.2.1 China Production Market Share of Color Pencil Type in 2015
  - 1.2.2 dry colored pencil
  - 1.2.3 water soluble pencil
- 1.3 Applications of Color Pencil
  - 1.3.1 Color Pencil Consumption Market Share by Application in 2015
  - 1.3.2 Amateurish
  - 1.3.3 Painter
  - 1.3.4 Architect
  - 1.3.5 Others
- 1.4 China Market Size (Value) of Color Pencil (2011-2021)
- 1.5 China Color Pencil Status and Outlook
- 1.6 Government Policies

#### **2 CHINA COLOR PENCIL MARKET COMPETITION BY MANUFACTURERS**

- 2.1 China Color Pencil Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Color Pencil Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Color Pencil Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Color Pencil Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Color Pencil Market Competitive Situation and Trends
  - 2.5.1 Color Pencil Market Concentration Rate
  - 2.5.2 Color Pencil Market Share of Top 3 and Top 5 Manufacturers

#### **3 CHINA COLOR PENCIL MANUFACTURERS PROFILES/ANALYSIS**

- 3.1 Sanford
  - 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.1.2 Color Pencil Product Type, Application and Specification

- 3.1.2.1 dry colored pencil
- 3.1.2.2 water soluble pencil
- 3.1.3 Sanford Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.1.4 Main Business/Business Overview
- 3.2 Maped
  - 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.2.2 Color Pencil Product Type, Application and Specification
    - 3.2.2.1 dry colored pencil
    - 3.2.2.2 water soluble pencil
  - 3.2.3 Maped 106 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.2.4 Main Business/Business Overview
- 3.3 Holbein
  - 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.3.2 Color Pencil Product Type, Application and Specification
    - 3.3.2.1 dry colored pencil
    - 3.3.2.2 water soluble pencil
  - 3.3.3 Holbein 118 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.3.4 Main Business/Business Overview
- 3.4 Mitsubishi
  - 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.4.2 Color Pencil Product Type, Application and Specification
    - 3.4.2.1 dry colored pencil
    - 3.4.2.2 water soluble pencil
  - 3.4.3 Mitsubishi Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.4.4 Main Business/Business Overview
- 3.5 Van Gogh
  - 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.5.2 Color Pencil Product Type, Application and Specification
    - 3.5.2.1 dry colored pencil
    - 3.5.2.2 water soluble pencil
  - 3.5.3 Van Gogh Capacity, Production, Revenue, Price and Gross Margin (2015 and

2016)

3.5.4 Main Business/Business Overview

3.6 Marco

3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.6.2 Color Pencil Product Type, Application and Specification

3.6.2.1 dry colored pencil

3.6.2.2 water soluble pencil

3.6.3 Marco Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.6.4 Main Business/Business Overview

3.7 Koh-I-Noor

3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.7.2 Color Pencil Product Type, Application and Specification

3.7.2.1 dry colored pencil

3.7.2.2 water soluble pencil

3.7.3 Koh-I-Noor Chemical & Material Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.7.4 Main Business/Business Overview

3.8 Faber-Castell

3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.8.2 Color Pencil Product Type, Application and Specification

3.8.2.1 dry colored pencil

3.8.2.2 water soluble pencil

3.8.3 Faber-Castell Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.8.4 Main Business/Business Overview

3.9 Derwent

3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.9.2 Color Pencil Product Type, Application and Specification

3.9.2.1 dry colored pencil

3.9.2.2 water soluble pencil

3.9.3 Derwent Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.9.4 Main Business/Business Overview

3.10 Caran d'Ache

3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.10.2 Color Pencil Product Type, Application and Specification

3.10.2.1 dry colored pencil

3.10.2.2 water soluble pencil

3.10.3 Caran d'Ache Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.10.4 Main Business/Business Overview

3.11 Lyra Rembrandt

3.12 Staedtler

## **4 CHINA COLOR PENCIL CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)**

4.1 China Color Pencil Capacity, Production and Growth (2011-2016)

4.2 China Color Pencil Revenue and Growth (2011-2016)

4.3 China Color Pencil Production, Consumption, Export and Import (2011-2016)

## **5 CHINA COLOR PENCIL PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

5.1 China Color Pencil Production and Market Share by Type (2011-2016)

5.2 China Color Pencil Revenue and Market Share by Type (2011-2016)

5.3 China Color Pencil Price by Type (2011-2016)

5.4 China Color Pencil Production Growth by Type (2011-2016)

## **6 CHINA COLOR PENCIL MARKET ANALYSIS BY APPLICATION**

6.1 China Color Pencil Consumption and Market Share by Application (2011-2016)

6.2 China Color Pencil Consumption Growth Rate by Application (2011-2016)

6.3 Market Drivers and Opportunities

6.3.1 Potential Application

6.3.2 Emerging Markets/Countries

## **7 CHINACOLOR PENCIL MARKET ANALYSIS BY REGIONS (PROVINCES)**

7.1 China Color Pencil Production, Production Value and Price by Regions (Provinces)(2011-2016)

7.1.1 China Color Pencil Production and Market Share by Regions

(Provinces)(2011-2016)

7.1.2 China Color Pencil Production Value and Market Share by Regions

(Provinces)(2011-2016)

7.1.3 China Color Pencil Sales Price by Regions (Provinces)(2011-2016)

7.2 China Color Pencil Consumption by Regions (Provinces)(2011-2016)

7.3 China Color Pencil Production, Consumption, Export and Import (2011-2016)

## **8 COLOR PENCIL MANUFACTURING COST ANALYSIS**

8.1 Color Pencil Key Raw Materials Analysis

8.1.1 Key Raw Materials

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

8.2 Proportion of Manufacturing Cost Structure

8.2.1 Raw Materials

8.2.2 Labor Cost

8.2.3 Manufacturing Expenses

8.3 Manufacturing Process Analysis of Color Pencil

## **9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

9.1 Color Pencil Industrial Chain Analysis

9.2 Upstream Raw Materials Sourcing

9.3 Raw Materials Sources of Color Pencil Major Manufacturers in 2015

9.4 Downstream Buyers

## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

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



## **11 MARKET EFFECT FACTORS ANALYSIS**

### 11.1 Technology Progress/Risk

#### 11.1.1 Substitutes Threat

#### 11.1.2 Technology Progress in Related Industry

### 11.2 Consumer Needs/Customer Preference Change

### 11.3 Economic/Political Environmental Change

## **12 CHINA COLOR PENCIL MARKET FORECAST (2016-2021)**

### 12.1 China Color Pencil Capacity, Production, Revenue Forecast (2016-2021)

### 12.2 China Color Pencil Production, Import, Export and Consumption Forecast (2016-2021)

### 12.3 China Color Pencil Production Forecast by Type (2016-2021)

### 12.4 China Color Pencil Consumption Forecast by Application (2016-2021)

### 12.5 China Color Pencil Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

#### 12.5.1 China Color Pencil Production Forecast by Regions (Provinces)(2016-2021)

#### 12.5.2 China Color Pencil Consumption Forecast by Regions (Provinces)(2016-2021)

#### 12.5.3 China Color Pencil Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

### 12.6 Color Pencil Price Forecast (2016-2021)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

Methodology

Analyst Introduction

Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Color Pencil

Figure China Production Market Share of Color Pencil by Type in 2015

Figure Product Picture of dry colored pencil

Table Major Manufacturers of dry colored pencil

Figure Product Picture of water soluble pencil

Table Major Manufacturers of water soluble pencil

Table Color Pencil Consumption Market Share by Application in 2015

Figure Amateurish Examples

Figure Painter Examples

Figure Architect Examples

Figure Others Examples

Figure China Color Pencil Revenue (Million USD) and Growth Rate (2011-2021)

Table China Color Pencil Capacity of Key Manufacturers (2015 and 2016)

Table China Color Pencil Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Color Pencil Capacity of Key Manufacturers in 2015

Figure China Color Pencil Capacity of Key Manufacturers in 2016

Table China Color Pencil Production of Key Manufacturers (2015 and 2016)

Table China Color Pencil Production Share by Manufacturers (2015 and 2016)

Figure 2015 Color Pencil Production Share by Manufacturers

Figure 2016 Color Pencil Production Share by Manufacturers

Table China Color Pencil Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Color Pencil Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Color Pencil Revenue Share by Manufacturers

Table 2016 China Color Pencil Revenue Share by Manufacturers

Table China Market Color Pencil Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Color Pencil Average Price of Key Manufacturers in 2015

Table Manufacturers Color Pencil Manufacturing Base Distribution and Sales Area

Table Manufacturers Color Pencil Product Type

Figure Color Pencil Market Share of Top 3 Manufacturers

Figure Color Pencil Market Share of Top 5 Manufacturers

Table Sanford Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Sanford Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Sanford Color Pencil Market Share (2011-2016)

Table Maped Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Maped Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Maped Color Pencil Market Share (2011-2016)

Table Holbein Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Holbein Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Holbein Color Pencil Market Share (2011-2016)

Table Mitsubishi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mitsubishi Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Mitsubishi Color Pencil Market Share (2011-2016)

Table Van Gogh Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Van Gogh Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Van Gogh Color Pencil Market Share (2011-2016)

Table Marco Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Marco Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Marco Color Pencil Market Share (2011-2016)

Table Koh-I-Noor Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Koh-I-Noor Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Koh-I-Noor Color Pencil Market Share (2011-2016)

Table Faber-Castell Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Faber-Castell Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Faber-Castell Color Pencil Market Share (2011-2016)

Table Derwent Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Derwent Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Derwent Color Pencil Market Share (2011-2016)

Table Caran d'Ache Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Caran d'Ache Color Pencil Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Caran d'Ache Color Pencil Market Share (2011-2016)  
Table Lyra Rembrandt Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Staedtler Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Figure China Color Pencil Capacity, Production and Growth (2011-2016)  
Figure China Color Pencil Revenue (Million USD) and Growth (2011-2016)  
Table China Color Pencil Production, Consumption, Export and Import (2011-2016)  
Table China Color Pencil Production by Type (2011-2016)  
Table China Color Pencil Production Share by Type (2011-2016)  
Figure Production Market Share of Color Pencil by Type (2011-2016)  
Figure 2015 Production Market Share of Color Pencil by Type  
Table China Color Pencil Revenue by Type (2011-2016)  
Table China Color Pencil Revenue Share by Type (2011-2016)  
Figure Production Revenue Share of Color Pencil by Type (2011-2016)  
Figure 2015 Revenue Market Share of Color Pencil by Type  
Table China Color Pencil Price by Type (2011-2016)  
Figure China Color Pencil Production Growth by Type (2011-2016)  
Table China Color Pencil Consumption by Application (2011-2016)  
Table China Color Pencil Consumption Market Share by Application (2011-2016)  
Figure China Color Pencil Consumption Market Share by Application in 2015  
Table China Color Pencil Consumption Growth Rate by Application (2011-2016)  
Figure China Color Pencil Consumption Growth Rate by Application (2011-2016)  
Table China Color Pencil Production by Regions (Provinces)(2011-2016)  
Table China Color Pencil Production Market Share by Regions (Provinces)(2011-2016)  
Table China Color Pencil Production Value by Regions (Provinces)(2011-2016)  
Table China Color Pencil Production Value Market Share by Regions (Provinces)(2011-2016)  
Table China Color Pencil Sales Price by Regions (Provinces)(2011-2016)  
Table China Color Pencil Consumption by Regions (Provinces)(2011-2016)  
Table China Color Pencil Consumption Market Share by Regions (Provinces)(2011-2016)  
Table China Color Pencil Production, Consumption, Export and Import (2011-2016)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Color Pencil  
Figure Manufacturing Process Analysis of Color Pencil  
Figure Color Pencil Industrial Chain Analysis  
Table Raw Materials Sources of Color Pencil Major Manufacturers in 2015

Table Major Buyers of Color Pencil

Table Distributors/Traders List

Figure China Color Pencil Capacity, Production and Growth Rate Forecast (2016-2021)

Figure China Color Pencil Revenue and Growth Rate Forecast (2016-2021)

Table China Color Pencil Production, Import, Export and Consumption Forecast (2016-2021)

Table China Color Pencil Production Forecast by Type (2016-2021)

Table China Color Pencil Consumption Forecast by Application (2016-2021)

Table China Color Pencil Production Forecast by Regions (Provinces)(2016-2021)

Table China Color Pencil Consumption Forecast by Regions (Provinces)(2016-2021)

Table China Color Pencil Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

## I would like to order

Product name: China Color Pencil Market Research Report 2017

Product link: <https://marketpublishers.com/r/C7B7E3EFC50EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C7B7E3EFC50EN.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