

China English Learning Software Market Research Report 2017

<https://marketpublishers.com/r/CFF8DA82D38EN.html>

Date: February 2017

Pages: 123

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

ID: CFF8DA82D38EN

Abstracts

Notes:

Sales, means the sales volume of English Learning Software

Revenue, means the sales value of English Learning Software

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

Duolingo

Rosetta Stone

Fluenz

Rocket Language

Babbel

Simon&Schuster

Transparent Language

Living Language Platinum

English Live

Exceller

FluentIQ

Instant Immersion

Learn it Now

Merit Software

Side by Side

Wordsmart

PCMag

Softonic

Cafe English

Speed Learning Languages

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

Speaking

Reading

Listening

Writing

Grammar

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

Beginner

Intermediate

Advanced

Contents

China English Learning Software Market Research Report 2017

1 ENGLISH LEARNING SOFTWARE MARKET OVERVIEW

- 1.1 Product Overview and Scope of English Learning Software
- 1.2 English Learning Software Segment by Type
 - 1.2.1 China Production Market Share of English Learning Software Type in 2015
 - 1.2.2 Speaking
 - 1.2.3 Reading
 - 1.2.4 Listening
 - 1.2.5 Writing
 - 1.2.6 Grammar
- 1.3 Applications of English Learning Software
 - 1.3.1 English Learning Software Consumption Market Share by Application in 2015
 - 1.3.2 Beginner
 - 1.3.3 Intermediate
 - 1.3.4 Advanced
- 1.4 China Market Size (Value) of English Learning Software (2011-2021)
- 1.5 China English Learning Software Status and Outlook
- 1.6 Government Policies

2 CHINA ENGLISH LEARNING SOFTWARE MARKET COMPETITION BY MANUFACTURERS

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

3 CHINA ENGLISH LEARNING SOFTWARE MANUFACTURERS PROFILES/ANALYSIS

3.1 Duolingo

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

3.1.2 English Learning Software Product Type, Application and Specification

3.1.2.1 Speaking

3.1.2.2 Reading

3.1.3 Duolingo English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.1.4 Main Business/Business Overview

3.2 Rosetta Stone

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

3.2.2 English Learning Software Product Type, Application and Specification

3.2.2.1 Speaking

3.2.2.2 Reading

3.2.3 Rosetta Stone 123 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.2.4 Main Business/Business Overview

3.3 Fluenz

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

3.3.2 English Learning Software Product Type, Application and Specification

3.3.2.1 Speaking

3.3.2.2 Reading

3.3.3 Fluenz 126 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.3.4 Main Business/Business Overview

3.4 Rocket Language

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

3.4.2 English Learning Software Product Type, Application and Specification

3.4.2.1 Speaking

3.4.2.2 Reading

3.4.3 Rocket Language Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.4.4 Main Business/Business Overview

3.5 Babbel

3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.5.2 English Learning Software Product Type, Application and Specification

3.5.2.1 Speaking

3.5.2.2 Reading

3.5.3 Babel Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.5.4 Main Business/Business Overview

3.6 Simon&Schuster

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

Competitors

3.6.2 English Learning Software Product Type, Application and Specification

3.6.2.1 Speaking

3.6.2.2 Reading

3.6.3 Simon&Schuster Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.6.4 Main Business/Business Overview

3.7 Transparent Language

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

Competitors

3.7.2 English Learning Software Product Type, Application and Specification

3.7.2.1 Speaking

3.7.2.2 Reading

3.7.3 Transparent Language Software Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.7.4 Main Business/Business Overview

3.8 Living Language Platinum

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

Competitors

3.8.2 English Learning Software Product Type, Application and Specification

3.8.2.1 Speaking

3.8.2.2 Reading

3.8.3 Living Language Platinum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.8.4 Main Business/Business Overview

3.9 English Live

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

Competitors

3.9.2 English Learning Software Product Type, Application and Specification

3.9.2.1 Speaking

3.9.2.2 Reading

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

3.9.4 Main Business/Business Overview

3.10 Exceller

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

3.10.2 English Learning Software Product Type, Application and Specification

3.10.2.1 Speaking

3.10.2.2 Reading

3.10.3 Exceller Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.10.4 Main Business/Business Overview

3.11 FluentIQ

3.12 Instant Immersion

3.13 Learn it Now

3.14 Merit Software

3.15 Side by Side

3.16 Wordsmart

3.17 PCMag

3.18 Softonic

3.19 Cafe English

3.20 Speed Learning Languages

4 CHINA ENGLISH LEARNING SOFTWARE CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)

4.1 China English Learning Software Capacity, Production and Growth (2011-2016)

4.2 China English Learning Software Revenue and Growth (2011-2016)

4.3 China English Learning Software Production, Consumption, Export and Import (2011-2016)

5 CHINA ENGLISH LEARNING SOFTWARE PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

5.1 China English Learning Software Production and Market Share by Type (2011-2016)

5.2 China English Learning Software Revenue and Market Share by Type (2011-2016)

5.3 China English Learning Software Price by Type (2011-2016)

5.4 China English Learning Software Production Growth by Type (2011-2016)

6 CHINA ENGLISH LEARNING SOFTWARE MARKET ANALYSIS BY APPLICATION

6.1 China English Learning Software Consumption and Market Share by Application (2011-2016)

6.2 China English Learning Software 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 CHINA ENGLISH LEARNING SOFTWARE MARKET ANALYSIS BY REGIONS (PROVINCES)

7.1 China English Learning Software Production, Production Value and Price by Regions (Provinces)(2011-2016)

7.1.1 China English Learning Software Production and Market Share by Regions (Provinces)(2011-2016)

7.1.2 China English Learning Software Production Value and Market Share by Regions (Provinces)(2011-2016)

7.1.3 China English Learning Software Sales Price by Regions (Provinces)(2011-2016)

7.2 China English Learning Software Consumption by Regions (Provinces)(2011-2016)

7.3 China English Learning Software Production, Consumption, Export and Import (2011-2016)

8 ENGLISH LEARNING SOFTWARE MANUFACTURING COST ANALYSIS

8.1 English Learning Software 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 English Learning Software

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 English Learning Software Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of English Learning Software 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 ENGLISH LEARNING SOFTWARE MARKET FORECAST (2016-2021)

- 12.1 China English Learning Software Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 China English Learning Software Production, Import, Export and Consumption Forecast (2016-2021)
- 12.3 China English Learning Software Production Forecast by Type (2016-2021)
- 12.4 China English Learning Software Consumption Forecast by Application (2016-2021)
- 12.5 China English Learning Software Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
 - 12.5.1 China English Learning Software Production Forecast by Regions

(Provinces)(2016-2021)

12.5.2 China English Learning Software Consumption Forecast by Regions

(Provinces)(2016-2021)

12.5.3 China English Learning Software Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

12.6 English Learning Software 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 English Learning Software
- Figure China Production Market Share of English Learning Software by Type in 2015
- Figure Product Picture of Speaking
- Table Major Manufacturers of Speaking
- Figure Product Picture of Reading
- Table Major Manufacturers of Reading
- Figure Product Picture of Listening
- Table Major Manufacturers of Listening
- Figure Product Picture of Writing
- Table Major Manufacturers of Writing
- Figure Product Picture of Grammar
- Table Major Manufacturers of Grammar
- Table English Learning Software Consumption Market Share by Application in 2015
- Figure Beginner Examples
- Figure Intermediate Examples
- Figure Advanced Examples
- Figure China English Learning Software Revenue (Million USD) and Growth Rate (2011-2021)
- Table China English Learning Software Capacity of Key Manufacturers (2015 and 2016)
- Table China English Learning Software Capacity Market Share of Key Manufacturers (2015 and 2016)
- Figure China English Learning Software Capacity of Key Manufacturers in 2015
- Figure China English Learning Software Capacity of Key Manufacturers in 2016
- Table China English Learning Software Production of Key Manufacturers (2015 and 2016)
- Table China English Learning Software Production Share by Manufacturers (2015 and 2016)
- Figure 2015 English Learning Software Production Share by Manufacturers
- Figure 2016 English Learning Software Production Share by Manufacturers
- Table China English Learning Software Revenue (Million USD) by Manufacturers (2015 and 2016)
- Table China English Learning Software Revenue Share by Manufacturers (2015 and 2016)
- Table 2015 China English Learning Software Revenue Share by Manufacturers
- Table 2016 China English Learning Software Revenue Share by Manufacturers

Table China Market English Learning Software Average Price of Key Manufacturers (2015 and 2016)

Figure China Market English Learning Software Average Price of Key Manufacturers in 2015

Table Manufacturers English Learning Software Manufacturing Base Distribution and Sales Area

Table Manufacturers English Learning Software Product Type

Figure English Learning Software Market Share of Top 3 Manufacturers

Figure English Learning Software Market Share of Top 5 Manufacturers

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

Table Duolingo English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Duolingo English Learning Software Market Share (2011-2016)

Table Rosetta Stone Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Rosetta Stone English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Rosetta Stone English Learning Software Market Share (2011-2016)

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

Table Fluenz English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Fluenz English Learning Software Market Share (2011-2016)

Table Rocket Language Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Rocket Language English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Rocket Language English Learning Software Market Share (2011-2016)

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

Table Babbel English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Babbel English Learning Software Market Share (2011-2016)

Table Simon&Schuster Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Simon&Schuster English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Simon&Schuster English Learning Software Market Share (2011-2016)

Table Transparent Language Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Transparent Language English Learning Software Capacity, Production,

Revenue, Price and Gross Margin (2011-2016)

Figure Transparent Language English Learning Software Market Share (2011-2016)

Table Living Language Platinum Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Living Language Platinum English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Living Language Platinum English Learning Software Market Share (2011-2016)

Table English Live Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table English Live English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure English Live English Learning Software Market Share (2011-2016)

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

Table Exceller English Learning Software Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Exceller English Learning Software Market Share (2011-2016)

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

Table Instant Immersion Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Learn it Now Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Merit Software Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Side by Side Basic Information, Manufacturing Base, Sales Area and Its Competitors

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

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

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

Table Cafe English Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Speed Learning Languages Basic Information, Manufacturing Base, Sales Area and Its Competitors

Figure China English Learning Software Capacity, Production and Growth (2011-2016)

Figure China English Learning Software Revenue (Million USD) and Growth (2011-2016)

Table China English Learning Software Production, Consumption, Export and Import (2011-2016)

Table China English Learning Software Production by Type (2011-2016)

Table China English Learning Software Production Share by Type (2011-2016)
Figure Production Market Share of English Learning Software by Type (2011-2016)
Figure 2015 Production Market Share of English Learning Software by Type
Table China English Learning Software Revenue by Type (2011-2016)
Table China English Learning Software Revenue Share by Type (2011-2016)
Figure Production Revenue Share of English Learning Software by Type (2011-2016)
Figure 2015 Revenue Market Share of English Learning Software by Type
Table China English Learning Software Price by Type (2011-2016)
Figure China English Learning Software Production Growth by Type (2011-2016)
Table China English Learning Software Consumption by Application (2011-2016)
Table China English Learning Software Consumption Market Share by Application (2011-2016)
Figure China English Learning Software Consumption Market Share by Application in 2015
Table China English Learning Software Consumption Growth Rate by Application (2011-2016)
Figure China English Learning Software Consumption Growth Rate by Application (2011-2016)
Table China English Learning Software Production by Regions (Provinces)(2011-2016)
Table China English Learning Software Production Market Share by Regions (Provinces)(2011-2016)
Table China English Learning Software Production Value by Regions (Provinces)(2011-2016)
Table China English Learning Software Production Value Market Share by Regions (Provinces)(2011-2016)
Table China English Learning Software Sales Price by Regions (Provinces)(2011-2016)
Table China English Learning Software Consumption by Regions (Provinces)(2011-2016)
Table China English Learning Software Consumption Market Share by Regions (Provinces)(2011-2016)
Table China English Learning Software 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 English Learning Software
Figure Manufacturing Process Analysis of English Learning Software
Figure English Learning Software Industrial Chain Analysis
Table Raw Materials Sources of English Learning Software Major Manufacturers in

2015

Table Major Buyers of English Learning Software

Table Distributors/Traders List

Figure China English Learning Software Capacity, Production and Growth Rate Forecast (2016-2021)

Figure China English Learning Software Revenue and Growth Rate Forecast (2016-2021)

Table China English Learning Software Production, Import, Export and Consumption Forecast (2016-2021)

Table China English Learning Software Production Forecast by Type (2016-2021)

Table China English Learning Software Consumption Forecast by Application (2016-2021)

Table China English Learning Software Production Forecast by Regions (Provinces)(2016-2021)

Table China English Learning Software Consumption Forecast by Regions (Provinces)(2016-2021)

Table China English Learning Software Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

I would like to order

Product name: China English Learning Software Market Research Report 2017

Product link: <https://marketpublishers.com/r/CFF8DA82D38EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CFF8DA82D38EN.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