

China Highlighter Market Research Report 2017

https://marketpublishers.com/r/C90C58AB725EN.html

Date: December 2017

Pages: 102

Price: US\$ 3,400.00 (Single User License)

ID: C90C58AB725EN

Abstracts

The global Highlighter market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

China plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Highlighter development status and future trend in China, focuses on top players in China, also splits Highlighter by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

Zebra	
M&G	
Stabilo	
Schneider	
MUJI	
Maped	
DonA	
EPOCH	



Geographically, this report splits the China market into six regions,
South China
East China
Southwest China
Northeast China
North China
Central China
Northwest China
On the basis of product, this report displays the sales volume (K Units), revenue (Million USD), product price (USD/Unit), market share and growth rate of each type, primarily split into
Common Type
Special Type
On the basis of the end users/application, this report covers
Home
Office
Other
If you have any special requirements, please let us know and we will offer you the report

as you want.



Contents

China Highlighter Market Research Report 2017

1 HIGHLIGHTER OVERVIEW

- 1.1 Product Overview and Scope of Highlighter
- 1.2 Classification of Highlighter by Product Category
 - 1.2.1 China Highlighter Sales (K Units) Comparison by Type (2012-2022)
 - 1.2.2 China Highlighter Sales (K Units) Market Share by Type in 2016
 - 1.2.3 Common Type
 - 1.2.4 Special Type
- 1.3 China Highlighter Market by Application/End Users
- 1.3.1 China Highlighter Sales (K Units) and Market Share Comparison by Applications (2012-2022)
 - 1.3.2 Home
 - 1.3.3 Office
 - 1.3.4 Other
- 1.4 China Highlighter Market by Region
 - 1.4.1 China Highlighter Market Size (Million USD) Comparison by Region (2012-2022)
 - 1.4.2 South China Highlighter Status and Prospect (2012-2022)
 - 1.4.3 East China Highlighter Status and Prospect (2012-2022)
- 1.4.4 Southwest China Highlighter Status and Prospect (2012-2022)
- 1.4.5 Northeast China Highlighter Status and Prospect (2012-2022)
- 1.4.6 North China Highlighter Status and Prospect (2012-2022)
- 1.4.7 Central China Highlighter Status and Prospect (2012-2022)
- 1.5 China Market Size (Sales and Revenue) of Highlighter (2012-2022)
 - 1.5.1 China Highlighter Sales (K Units) and Growth Rate (%)(2012-2022)
 - 1.5.2 China Highlighter Revenue (Million USD) and Growth Rate (%)(2012-2022)

2 CHINA HIGHLIGHTER MARKET COMPETITION BY PLAYERS/MANUFACTURERS

- 2.1 China Highlighter Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2 China Highlighter Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 China Highlighter Average Price (USD/Unit) by Players/Manufacturers (2012-2017)
- 2.4 China Highlighter Market Competitive Situation and Trends
 - 2.4.1 China Highlighter Market Concentration Rate



- 2.4.2 China Highlighter Market Share of Top 3 and Top 5 Players/Manufacturers
- 2.4.3 Mergers & Acquisitions, Expansion in China Market
- 2.5 China Players/Manufacturers Highlighter Manufacturing Base Distribution, Sales Area, Product Types

3 CHINA HIGHLIGHTER SALES AND REVENUE BY REGION (2012-2017)

- 3.1 China Highlighter Sales (K Units) and Market Share by Region (2012-2017)
- 3.2 China Highlighter Revenue (Million USD) and Market Share by Region (2012-2017)
- 3.3 China Highlighter Price (USD/Unit) by Regions (2012-2017)

4 CHINA '&B1&' SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)'

- 4.1 China Highlighter Sales (K Units) and Market Share by Type/ Product Category (2012-2017)
- 4.2 China Highlighter Revenue (Million USD) and Market Share by Type (2012-2017)
- 4.3 China Highlighter Price (USD/Unit) by Type (2012-2017)
- 4.4 China Highlighter Sales Growth Rate (%) by Type (2012-2017)

5 CHINA '&B1&' SALES BY APPLICATION (2012-2017)'

- 5.1 China Highlighter Sales (K Units) and Market Share by Application (2012-2017)
- 5.2 China Highlighter Sales Growth Rate (%) by Application (2012-2017)
- 5.3 Market Drivers and Opportunities

6 CHINA HIGHLIGHTER PLAYERS/SUPPLIERS PROFILES AND SALES DATA

- 6.1 Zebra
 - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.1.2 Highlighter Product Category, Application and Specification
 - 6.1.2.1 Product A
 - 6.1.2.2 Product B
- 6.1.3 Zebra Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.1.4 Main Business/Business Overview
- 6.2 M&G
 - 6.2.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.2.2 Highlighter Product Category, Application and Specification



- 6.2.2.1 Product A
- 6.2.2.2 Product B
- 6.2.3 M&G Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.2.4 Main Business/Business Overview
- 6.3 Stabilo
 - 6.3.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.3.2 Highlighter Product Category, Application and Specification
 - 6.3.2.1 Product A
 - 6.3.2.2 Product B
- 6.3.3 Stabilo Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.3.4 Main Business/Business Overview
- 6.4 Schneider
 - 6.4.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.4.2 Highlighter Product Category, Application and Specification
 - 6.4.2.1 Product A
 - 6.4.2.2 Product B
- 6.4.3 Schneider Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.4.4 Main Business/Business Overview
- 6.5 MUJI
 - 6.5.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.5.2 Highlighter Product Category, Application and Specification
 - 6.5.2.1 Product A
 - 6.5.2.2 Product B
- 6.5.3 MUJI Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.5.4 Main Business/Business Overview
- 6.6 Maped
 - 6.6.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.6.2 Highlighter Product Category, Application and Specification
 - 6.6.2.1 Product A
 - 6.6.2.2 Product B
- 6.6.3 Maped Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.6.4 Main Business/Business Overview
- 6.7 DonA
 - 6.7.1 Company Basic Information, Manufacturing Base and Competitors



- 6.7.2 Highlighter Product Category, Application and Specification
 - 6.7.2.1 Product A
 - 6.7.2.2 Product B
- 6.7.3 DonA Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.7.4 Main Business/Business Overview
- 6.8 EPOCH
 - 6.8.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.8.2 Highlighter Product Category, Application and Specification
 - 6.8.2.1 Product A
 - 6.8.2.2 Product B
- 6.8.3 EPOCH Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.8.4 Main Business/Business Overview

7 HIGHLIGHTER MANUFACTURING COST ANALYSIS

- 7.1 Highlighter Key Raw Materials Analysis
 - 7.1.1 Key Raw Materials
 - 7.1.2 Price Trend of Key Raw Materials
 - 7.1.3 Key Suppliers of Raw Materials
 - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
 - 7.2.1 Raw Materials
 - 7.2.2 Labor Cost
 - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Highlighter

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Highlighter Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Highlighter Major Manufacturers in 2016
- 8.4 Downstream Buyers

9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
 - 9.1.1 Direct Marketing



- 9.1.2 Indirect Marketing
- 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
 - 9.2.1 Pricing Strategy
 - 9.2.2 Brand Strategy
 - 9.2.3 Target Client
- 9.3 Distributors/Traders List

10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
 - 10.1.1 Substitutes Threat
 - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

11 CHINA HIGHLIGHTER MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)

- 11.1 China Highlighter Sales (K Units), Revenue (Million USD) Forecast (2017-2022)
- 11.2 China Highlighter Sales (K Units) Forecast by Type (2017-2022)
- 11.3 China Highlighter Sales (K Units) Forecast by Application (2017-2022)
- 11.4 China Highlighter Sales (K Units) Forecast by Region (2017-2022)

12 RESEARCH FINDINGS AND CONCLUSION

13 METHODOLOGY AND DATA SOURCE

- 13.1 Methodology/Research Approach
 - 13.1.1 Research Programs/Design
 - 13.1.2 Market Size Estimation
 - 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
 - 13.2.1 Secondary Sources
 - 13.2.2 Primary Sources
- 13.3 Disclaimer
- 13.4 Author List



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 Global and China Market Size (Million USD) Comparison (2012-2022)

Table Highlighter Sales (K Units) and Revenue (Million USD) Market Split by Product Type

Table Highlighter Sales (K Units) by Application (2016-2022)

Figure Product Picture of Highlighter

Table China Highlighter Sales (K Units) and Growth Rate (%) Comparison by Types (Product Category) (2012-2022)

Figure China Highlighter Sales Volume Market Share by Types in 2016

Figure Common Type Product Picture

Figure Special Type Product Picture

Figure China Highlighter Sales (K Units) Comparison by Application (2012-2022)

Figure China Sales Market Share (%) of Highlighter by Application in 2016

Figure Home Examples

Table Key Downstream Customer in Home

Figure Office Examples

Table Key Downstream Customer in Office

Figure Other Examples

Table Key Downstream Customer in Other

Figure South China Highlighter Revenue (Million USD) and Growth Rate (2012-2022)

Figure East China Highlighter Revenue (Million USD) and Growth Rate (2012-2022)

Figure Southwest China Highlighter Revenue (Million USD) and Growth Rate (2012-2022)

Figure Northeast China Highlighter Revenue (Million USD) and Growth Rate (2012-2022)

Figure North China Highlighter Revenue (Million USD) and Growth Rate (2012-2022)

Figure Central China Highlighter Revenue (Million USD) and Growth Rate (2012-2022)

Figure China Highlighter Sales (K Units) and Growth Rate (%)(2012-2022)

Figure China Highlighter Revenue (Million USD) and Growth Rate (%)(2012-2022)

Table China Highlighter Sales of Key Players/Manufacturers (2012-2017)

Table China Highlighter Sales Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Highlighter Sales Share (%) by Players/Manufacturers

Figure 2017 China Highlighter Sales Share (%) by Players/Manufacturers

Table China Highlighter Revenue by Players/Manufacturers (2012-2017)

Table China Highlighter Revenue Market Share (%) by Players/Manufacturers (2012-2017)



Figure 2016 China Highlighter Revenue Market Share (%) by Players/Manufacturers Figure 2017 China Highlighter Revenue Market Share (%) by Players/Manufacturers Table China Market Highlighter Average Price of Key Players/Manufacturers (2012-2017)

Figure China Market Highlighter Average Price of Key Players/Manufacturers in 2016

Figure China Highlighter Market Share of Top 3 Players/Manufacturers

Figure China Highlighter Market Share of Top 5 Players/Manufacturers

Table China Players/Manufacturers Highlighter Manufacturing Base Distribution and Sales Area

Table China Players/Manufacturers Highlighter Product Category

Table China Highlighter Sales (K Units) by Regions (2012-2017)

Table China Highlighter Sales Share (%) by Regions (2012-2017)

Figure China Highlighter Sales Share (%) by Regions (2012-2017)

Figure China Highlighter Sales Market Share (%) by Regions in 2016

Table China Highlighter Revenue (Million USD) and Market Share by Regions (2012-2017)

Table China Highlighter Revenue Market Share (%) by Regions (2012-2017)

Figure China Highlighter Revenue Market Share (%) by Regions (2012-2017)

Figure China Highlighter Revenue Market Share (%) by Regions in 2016

Table China Highlighter Price (USD/Unit) by Regions (2012-2017)

Table China Highlighter Sales (K Units) by Type (2012-2017)

Table China Highlighter Sales Share (%) by Type (2012-2017)

Figure China Highlighter Sales Share (%) by Type (2012-2017)

Figure China Highlighter Sales Market Share (%) by Type in 2016

Table China Highlighter Revenue (Million USD) and Market Share by Type (2012-2017)

Table China Highlighter Revenue Market Share (%) by Type (2012-2017)

Figure Revenue Market Share of Highlighter by Type (2012-2017)

Figure Revenue Market Share of Highlighter by Type in 2016

Table China Highlighter Price (USD/Unit) by Types (2012-2017)

Figure China Highlighter Sales Growth Rate (%) by Type (2012-2017)

Table China Highlighter Sales (K Units) by Applications (2012-2017)

Table China Highlighter Sales Market Share (%) by Applications (2012-2017)

Figure China Highlighter Sales Market Share (%) by Application (2012-2017)

Figure China Highlighter Sales Market Share (%) by Application in 2016

Table China Highlighter Sales Growth Rate (%) by Application (2012-2017)

Figure China Highlighter Sales Growth Rate (%) by Application (2012-2017)

Table Zebra Highlighter Basic Information List

Table Zebra Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)



Figure Zebra Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Zebra Highlighter Sales Market Share (%) in China (2012-2017)

Figure Zebra Highlighter Revenue Market Share (%) in China (2012-2017)

Table M&G Highlighter Basic Information List

Table M&G Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure M&G Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure M&G Highlighter Sales Market Share (%) in China (2012-2017)

Figure M&G Highlighter Revenue Market Share (%) in China (2012-2017)

Table Stabilo Highlighter Basic Information List

Table Stabilo Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Stabilo Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Stabilo Highlighter Sales Market Share (%) in China (2012-2017)

Figure Stabilo Highlighter Revenue Market Share (%) in China (2012-2017)

Table Schneider Highlighter Basic Information List

Table Schneider Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Schneider Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Schneider Highlighter Sales Market Share (%) in China (2012-2017)

Figure Schneider Highlighter Revenue Market Share (%) in China (2012-2017)

Table MUJI Highlighter Basic Information List

Table MUJI Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure MUJI Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure MUJI Highlighter Sales Market Share (%) in China (2012-2017)

Figure MUJI Highlighter Revenue Market Share (%) in China (2012-2017)

Table Maped Highlighter Basic Information List

Table Maped Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Maped Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Maped Highlighter Sales Market Share (%) in China (2012-2017)

Figure Maped Highlighter Revenue Market Share (%) in China (2012-2017)

Table DonA Highlighter Basic Information List

Table DonA Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure DonA Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure DonA Highlighter Sales Market Share (%) in China (2012-2017)

Figure DonA Highlighter Revenue Market Share (%) in China (2012-2017)



Table EPOCH Highlighter Basic Information List

Table EPOCH Highlighter Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure EPOCH Highlighter Sales (K Units) and Growth Rate (%)(2012-2017)

Figure EPOCH Highlighter Sales Market Share (%) in China (2012-2017)

Figure EPOCH Highlighter Revenue Market Share (%) in China (2012-2017)

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 Highlighter

Figure Manufacturing Process Analysis of Highlighter

Figure Highlighter Industrial Chain Analysis

Table Raw Materials Sources of Highlighter Major Players/Manufacturers in 2016

Table Major Buyers of Highlighter

Table Distributors/Traders List

Figure China Highlighter Sales (K Units) and Growth Rate (%) Forecast (2017-2022)

Figure China Highlighter Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure China Highlighter Price (USD/Unit) Trend Forecast (2017-2022)

Table China Highlighter Sales (K Units) Forecast by Type (2017-2022)

Figure China Highlighter Sales (K Units) Forecast by Type (2017-2022)

Figure China Highlighter Sales Volume Market Share Forecast by Type in 2022

Table China Highlighter Sales (K Units) Forecast by Application (2017-2022)

Figure China Highlighter Sales Volume Market Share Forecast by Application (2017-2022)

Figure China Highlighter Sales Volume Market Share Forecast by Application in 2022

Table China Highlighter Sales (K Units) Forecast by Regions (2017-2022)

Table China Highlighter Sales Volume Share Forecast by Regions (2017-2022)

Figure China Highlighter Sales Volume Share Forecast by Regions (2017-2022)

Figure China Highlighter Sales Volume Share Forecast by Regions in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources



I would like to order

Product name: China Highlighter Market Research Report 2017

Product link: https://marketpublishers.com/r/C90C58AB725EN.html

Price: US\$ 3,400.00 (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/C90C58AB725EN.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
	Custumer 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