

# China Book, Newspaper & Magazine Printing Market Report

<https://marketpublishers.com/r/C23B26E9AF6EN.html>

Date: August 2013

Pages: 50

Price: US\$ 680.00 (Single User License)

ID: C23B26E9AF6EN

## Abstracts

This report presents a clear picture about the overall development of book, newspaper & magazine printing market in China and the trend in recent years based on detailed data analysis. This report includes the analysis on the book, newspaper & magazine printing market size and market share in China, the study on major hot areas in this market, introduction of key data and the comparison of top 10 enterprises in terms of sales revenue and market share, the detailed description of the import and export...

**This report covers following sections.**

### Market Size

Based on Zeefer's China Market Size Formula, by the analysis on market size, industry sales revenue in 2009-2012, this report presents a picture of the real development of China market and changes in the overall market size.

### Hot Areas

Based on the comparison and analysis on import in different provinces or cities, this report points out those hot areas in this market deserve most attention.

### Top 10 Enterprises

Based on the comparison and analysis on top 10 leading enterprises in terms of sales revenue, market share and number of employees, the report shows their market positions in China. Additionally, this report lists basic contact information of the top 10 leading enterprises.

## **Market Share and Market Structure**

This report analyzes the market share distribution by segments based on enterprises nature (leading enterprises, foreign enterprises, state-owned and private enterprises), imports and regional markets in China in terms of sale revenue, profitability, number of enterprises and the value of imports... The report offers data on the market shares of imported products, foreign enterprises and enterprises in other forms. It also offers a comparison of profitability by forms of enterprise ownership, presents a picture of the market share of leading enterprises and the distribution of major regional markets in China. In addition, the report figures out the structure and concentration ratio of the current book, newspaper & magazine printing market in China by means of Bain's Market Structure Classification and Index of CR4.

## **Import and Export**

In this section, the report includes the main source countries / regions of imported products for China and their market shares, the domestic destinations of imported products in China and shares for these destinations, major export destinations (countries or regions) for Chinese products and shares of these destinations, major origins of the exported products and their shares.

## **Industry Standards**

The report lists relevant national standards and/or industrial standards concerning book, newspaper & magazine printing products generally accepted in China, including standard names both in Chinese and English as well as their unified code numbers.

## **Major Importers**

The report lists 10 major importers for book, newspaper & magazine printing products in China and provides their contact information such as company name, address, website, telephone number and fax number.

## **Key Statistics**

Based on the concise analysis on the sales revenue, number of enterprises, total profit, total loss, total assets, return on the asset and profit margin as well as other key statistics, the report presents the current situation, the growth rate and profitability of

this industry in China.

### **Product definition**

Book, newspaper & magazine printing products mentioned in this report is a general concept, it shall include the following products:

Classified by the United Nation's Central Product Classification (CPC)

CPC Code: 32210, 32220, 32230, 32300, 32400

Based on the United Nation's Central Product Classification (CPC Version 1.1), book, newspaper & magazine printing refer to printed books, brochures, leaflets and similar printed matter, in single sheets, other than advertising material; dictionaries and encyclopaedias, and serial installments thereof; printed books (except dictionaries and encyclopaedias and serial installments thereof), brochures, leaflets and similar printed matter, other than advertising material, not in single sheets; children's picture, drawing or colouring books; newspapers, journals and periodicals, appearing at least four times a week; newspapers, journals and periodicals, appearing less than four times a week.

## Contents

### **CHAPTER 1 PRODUCT DEFINITION**

### **CHAPTER 2 MARKET SIZE**

- 2.1 Analysis On The Book, Newspaper & Magazine Printing Market Size
- 2.2 An Overview On Chinese Economy

### **CHAPTER 3 HOT SPOTS FOR BOOK, NEWSPAPER & MAGAZINE PRINTING PRODUCTS ACROSS CHINA**

### **CHAPTER 4 INDUSTRY OVERVIEW**

- 4.1 A Summary On The Industry
- 4.2 An Analysis On The Profitability Of The Industry

### **CHAPTER 5 ANALYSIS ON IMPORT & EXPORT**

- 5.1 An Overview On The Import & Export
- 5.2 A Detailed Analysis On Import & Export Of Book, Newspaper & Magazine Printing Products
  - 5.2.1 Analysis On Major Countries Of Origin For The Imported Book, Newspaper & Magazine Printing Products
  - 5.2.2 Analysis On The Major Flow Destinations Inside China
  - 5.2.3 Analysis On Major Export Destinations
  - 5.2.4 Analysis On Major Origins In China

### **CHAPTER 6 THE MARKET SHARE**

- 6.1 Analysis On The Concentration Of Corporate Sales Revenue
  - 6.1.1 Analysis On The Concentration Of Sales Revenue From Leading Enterprises
  - 6.1.2 Comparative Analysis On Sales Revenue From Top 10 Enterprises With Industry Average
- 6.2 Analysis On The Concentration By Area In Terms Of The Market Share
- 6.3 Market Position Of Foreign Enterprises And The Trend In Recent Years
  - 6.3.1 Changes In The Shares Of Foreign Enterprises In Terms Of The Numbers And The Comparison Of Foreign Enterprises And Enterprises Of Other Ownership
  - 6.3.2 Changes In The Shares Of Sales Revenue From Foreign Enterprises And

Comparison With That From Enterprises Of Other Ownership

6.3.3 Profitability Of Foreign Enterprises And Comparison With Enterprises Of Other Ownership

6.4 Analysis On The Market Share Of Imported Products And Relevant Variations In Recent Years

## **CHAPTER 7 TOP 10 ENTERPRISES**

7.1 Leo Paper Group Printing Co., Ltd.

7.2 Baoding Zhonghuameikai Print Co., Ltd.

7.3 Shenyang Xinyou Print Co., Ltd.

7.4 Weihai Ludong Printing And Packaging Co., Ltd.

7.5 Hunan Xinhua Printing Group Co., Ltd.

7.6 Zhuhai Changxiang Printing Co., Ltd.

7.7 Toppan Printing (Shenzhen) Co., Ltd.

7.8 Xinzheng Xinghua Printing Co., Ltd.

7.9 Shenzhen Liqun Printing Co., Ltd.

7.10 Henan Hongda Printing Co., Ltd.

## **CHAPTER 8 PRODUCT STANDARD SYSTEMS**

## **CHAPTER 9 LIST OF MAJOR IMPORTERS**

## I would like to order

Product name: China Book, Newspaper & Magazine Printing Market Report

Product link: <https://marketpublishers.com/r/C23B26E9AF6EN.html>

Price: US\$ 680.00 (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/C23B26E9AF6EN.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