

China Kindergarten Industry Report, 2013

https://marketpublishers.com/r/CA16B60EF44EN.html

Date: July 2013

Pages: 95

Price: US\$ 2,100.00 (Single User License)

ID: CA16B60EF44EN

Abstracts

In 2011, there were 166,750 kindergartens in China, 115,404 of which were non-state/private ones. Starting from 2005, private kindergartens in China rose from 68,835 to 115,404 at a compound growth rate of 8.99%, with the overall proportion up 14 percentage points from 55.3% to 69.2%.

According to statistics of the Ministry of Education, through the implementation of the three-year action plan, more than 90,000 kindergartens across the country will be newly built, renovated or expanded over the next three years, over five million kindergarten enrollments will be added. The pre-school education development goals for the national 12th Five-Year Plan are expected to be completed ahead of schedule.

Despite the fast development, there still exist "cannot enter public kindergartens", "cannot afford private kindergartens" and other Phenomena in first-tier cities such as Beijing, Shanghai and Guangzhou. For now, public kindergarten still belongs to scarce resources, unable to meet most children's admission requirements, and private kindergartens still usher in great room for development.

While kindergartens are mushrooming, kindergarten teachers are in short supply. In future 3-5 years, the tremendous gap of kindergarten teachers in China will be an indisputable fact, and the government will increase the teacher supply through the manners as strengthening the training of teachers. The situation will remain for that the children enrollment grows sharply, and the teacher supply fails to be enhanced effectively.

China Early Childhood Education (Kindergarten) Industry Report, 2013 of ResearchInChina mainly covers the followings:

An overview of kindergarten development in China, mainly including the number,



enrollment, graduation and number of classes of kindergartens, the number of kindergartens, number of classes by region (city, township and rural areas), enrollment by age, etc.

Development characteristics, business models, investment and financing market, and development trend of private kindergartens in China;

An in-depth analysis of the development status of kindergarten teachers in China, and an insight into the development features and future demand for kindergarten teachers in China based on statistics;

Development status and teacher supply & demand of bilingual kindergartens and daycare kindergartens in China;

An introduction of the current development and development trend of kindergartens in major provinces and cities as well as some kindergartens

An introduction of the development, kindergarten distribution, courses and profit models of nine early childhood education groups.

In 2011, there were 166,750 kindergartens in China, 115,404 of which were non-state/private ones. Starting from 2005, private kindergartens in China rose from 68,835 to 115,404 at a compound growth rate of 8.99%, with the overall proportion up 14 percentage points from 55.3% to 69.2%.

According to statistics of the Ministry of Education, through the implementation of the three-year action plan, more than 90,000 kindergartens across the country will be newly built, renovated or expanded over the next three years, over five million kindergarten enrollments will be added. The pre-school education development goals for the national 12th Five-Year Plan are expected to be completed ahead of schedule.

Despite the fast development, there still exist "cannot enter public kindergartens", "cannot afford private kindergartens" and other Phenomena in first-tier cities such as Beijing, Shanghai and Guangzhou. For now, public kindergarten still belongs to scarce resources, unable to meet most children's admission requirements, and private kindergartens still usher in great room for development.

While kindergartens are mushrooming, kindergarten teachers are in short supply. In



future 3-5 years, the tremendous gap of kindergarten teachers in China will be an indisputable fact, and the government will increase the teacher supply through the manners as strengthening the training of teachers. The situation will remain for that the children enrollment grows sharply, and the teacher supply fails to be enhanced effectively.

China Early Childhood Education (Kindergarten) Industry Report, 2013 of ResearchInChina mainly covers the followings:

An overview of kindergarten development in China, mainly including the number, enrollment, graduation and number of classes of kindergartens, the number of kindergartens, number of classes by region (city, township and rural areas), enrollment by age, etc.

Development characteristics, business models, investment and financing market, and development trend of private kindergartens in China;

An in-depth analysis of the development status of kindergarten teachers in China, and an insight into the development features and future demand for kindergarten teachers in China based on statistics;

Development status and teacher supply & demand of bilingual kindergartens and daycare kindergartens in China;

An introduction of the current development and development trend of kindergartens in major provinces and cities as well as some kindergartens

An introduction of the development, kindergarten distribution, courses and profit models of nine early childhood education groups.



Contents

1. EDUCATION & TRAINING DEVELOPMENT ENVIRONMENT

- 1.1 Macro-Economy Environment
- 1.2 China's Population Development
- 1.3 Resident's Income and Expenditure
- 1.4 National Investment in Education

2. DEVELOPMENT OF KINDERGARTEN IN CHINA

- 2.1 Development Overview
 - 2.1.1 Overall Situation
 - 2.1.2 By Region
 - 2.1.3 By Age
- 2.2 Industry Policies
- 2.2.1 National Mid-to-Long-term Education Reform and Development Plan (2010-2020)
 - 2.2.2 Opinions of the State Council on Current Development of Preschool Education
 - 2.2.3 Interim Measures on Charging Management of Kindergartens
- 2.2.4 Main Points of Kindergarten Development in China in the 12th Five Year (2011-2015)
- 2.2.5 Implementation Opinions on Encouraging and Guiding Private Capital into the Field of Education to Promote Healthy Development of Private Education
- 2.2.6 Twelfth Five-Year Plan on National Education Development
- 2.2.7 Key Tasks of the Ministry of Education (MoE) in Preschool Education in 2013
- 2.2.8 Policy Allowing the Entry of Foreign Capital into the Field of Preschool Education

3. OVERVIEW OF PRIVATE KINDERGARTEN IN CHINA

- 3.1 Development Characteristics
 - 3.1.1 Proportion of Private Kindergartens Increases Per Year
 - 3.1.2 Small and Medium-sized Private Kindergartens Occupy the Majority
 - 3.1.3 Excellent Kindergartens Are Mostly From Preschool Group
- 3.2 Business Model
- 3.3 Investment and Financing Market
- 3.4 Development Trend
 - 3.4.1 Number of Kindergartens Surges in the Next Two Years
 - 3.4.2 Government support policies will be further introduced, but it still takes some time



to sync with public schools.

3.5 Development Potential

4. STATUS QUO OF KINDERGARTEN TEACHERS IN CHINA

- 4.1 Development
- 4.1.1 The Number of Teachers in Kindergartens Financed by the Ministry of Education Is Equivalent to 2.4 Times of the Privately-Run Ones.
- 4.1.2 Kindergarten Teachers With Pre-School Education Diploma Seeing Decline
- 4.1.3 Kindergarten Teachers With Junior College And Senior High School Education Background Occupy A Lion's Share, And Those With Bachelor Degree Are On A Rise
- 4.2 Industrial Policies
 - 4.2.1 Professional Standard
 - 4.2.2 Allocation Standard

5. MARKET BREAKDOWN OF PRIVATELY-RUN KINDERGARTENS

- 5.1 Bilingual Kindergarten
 - 5.1.1 Overview
 - 5.1.2 Teachers in Bilingual Kindergartens
 - 5.1.3 Enrollment of Bilingual Kindergartens
- 5.2 Full-day Kindergarten
 - 5.2.1 Overview
 - 5.2.2 Teacher Supply and Demand

6. DEVELOPMENT OF PRE-SCHOOL EDUCATION IN MAJOR CITIES

- 6.1 Beijing
 - 6.1.1 Development
 - 6.1.2 Development Goal
 - 6.1.3 Kindergarten Introduction
- 6.2 Guangzhou
 - 6.2.1 Development
 - 6.2.2 Development Goals
 - 6.2.3 Introduction to Kindergartens
- 6.3 Suzhou
 - 6.3.1 Development
 - 6.3.2 Development Goals
 - 6.3.3 Introduction to Kindergartens



- 6.4 Nanjing
 - 6.4.1 Status Quo
 - 6.4.2 Development Trend
 - 6.4.3 Introduction of Kindergarten
- 6.5 Tianjin
 - 6.5.1 Status Quo
 - 6.5.2 Introduction of Kindergartens
- 6.6 Dalian
 - 6.6.1 Status Quo
 - 6.6.2 Introduction of Kindergartens

7. MAJOR EDUCATION GROUPS

- 7.1 New Oriental Education & Technology Group, Inc.
 - 7.1.1 Profile
 - 7.1.2 Financial Operation
 - 7.1.3 Revenue Structure
 - 7.1.4 Network Expansion and Enrollment Development
 - 7.1.5 Business Structure
 - 7.1.6 Operation Model and Strategy
- 7.2 Noah Education Holdings Ltd
 - 7.2.1 Profile
 - 7.2.2 Financial Operation
 - 7.2.3 Business Structure
 - 7.2.4 Kindergarten
- 7.3 Golden Kids International School
 - 7.3.1 Profile
 - 7.3.2 Educational Philosophy
 - 7.3.3 Major Kindergartens
 - 7.3.4 Charges
- 7.4 R.Y.B. Education Technology Development Co., Ltd
 - 7.4.1 Profile
 - 7.4.2 Educational Philosophy and Curriculum
 - 7.4.3 Profit Model
- 7.5 Kid Castle Educational Institute
 - 7.5.1 Profile
 - 7.5.2 Cooperation Model
- 7.6 Etonkids Educational Group
 - 7.6.1 Profile



- 7.6.2 Methodology and Academic Programs
- 7.6.3 Major Campus
- 7.6.4 Teacher Allocation
- 7.6.5 Tuition (Take Beijing as an Example)
- 7.7 Tomorrow Kindergarten Group
 - 7.7.1 Profile
 - 7.7.2 Tuition
- 7.8 Beijing Golden Cradle Potential Education Institution
 - 7.8.1 Profile
 - 7.8.2 Directly-managed Kindergartens and Franchised Kindergartens
 - 7.8.3 Curriculum
- 7.9 Oriental Cambridge Education Group



Selected Charts

SELECTED CHARTS

China's Population Structure by Age, 2002-2012

China's Per Capita Annual Income of Urban and Rural Residents, 2002-2012

China's Per Capita Annual Consumption Expenditure of Urban Residents and Per

Capita Total Expenditure of Rural Residents, 2002-2012

China's Total Investment in Education and YoY Growth, 2002-2011

Number of Kindergartens and YoY Growth in China, 2005-2011

Total Number of Kindergartens and Percentage of Non-state/Private Kindergartens in China, 2009-2011

Number of Urban, County & Town and Rural Kindergartens in China, 2005-2011

Number of Classes of Urban, County & Town and Rural Kindergartens in China, 2005-2011

Kindergarten Admission in China, 2005-2011

Comparison between Non-state/Private and State-run Kindergartens in China by Admission, 2005-2011

Admission of Urban Kindergartens in China, 2005-2011

Proportion of Private Kindergartens in China, 2005-2011

Chinese Kindergarten Adjunct Teacher YoY Growth, 2006-2011

Chinese Education Sector Financing (by Sub-sector), 2012

Major Problems Facing Private Education in China

The Number of Teachers in State-Run and Privately-Run Kindergartens, 2005-2011 (Including Regular Staff and Substitute Teachers)

Teacher-Student Ratio in Chinese Kindergartens, 2005-2011

Proportion of Chinese Kindergarten Teachers With Pre-School Education Diploma, 2005-2011

Education Background of Chinese Kindergarten Teachers, 2005-2011

Student-Teacher Ratio of Urban Kindergartens and Urban Private Kindergartens in China, 2005-2011

Proportion of Urban Full-time Teachers with Bachelor or Above in China, 2005-2011 Revenue and YoY Growth in Revenue of New Oriental Education & Technology Group, FY2008-FY2012

Net Income and YOY Growth in Net Income of New Oriental Education & Technology Group, FY2008-FY2012

Net Revenue of New Oriental Education & Technology Group by Fiscal Quarter, FY2008-2012

Net Revenue of New Oriental Education & Technology Group by Fiscal Quarter,



FY2008-FY2012

Number of Schools and Learning Centers of New Oriental Education & Technology Group, 2008-2012

Number of Enrolled Students for Language and Exam Training Courses of New Oriental Education & Technology Group, 2008-2012

Revenue of Noah Education, FY2010-2012

Revenue Structure of Noah Education by Product, FY2011-2012

Gross Profit and Gross Margin of Noah Education by Financial Quarter, FY2011-2012

Ratio of Operating Expenses to Net Revenue of Noah Education, 2011-2012

Curriculum of Golden Kids International School

China's Total Population, Urban Population and Rural Population, 2002-2012 (Unit: mln)

Proportion of Public Financial Budget for Education to Public Financial Expenditure in China by Region, 2010-2011

Public Financial Budget for Education per Student in China by Level of Education, 2010-2011

Public Financial Budget for Education per Student in China by Level of Education, 2010-2011 (continued)

Number of Kindergarten Classes in China by Undertaker, 2005-2011

Number of Classes per Kindergarten in China by Undertaker, 2005-2011

Growth Rates of Kindergartens and Kindergarten Classes in China by Region, 2006-2011

Number, Percentage and Growth Rate of Non-state/Private Kindergarten in China by Region, 2005-2011

Admission of Non-state/Private and Education Department-run Kindergartens in China by Age, 2005-2011

Admissions of Urban Non-state/Private and Government Department-run Kindergartens in China, 2005-2011

National and Urban Enrollments of Kindergartens in China, 2005-2011

National and Urban Enrollments of Kindergartens in China by Age, 2005-2011

Development Goals of Preschool Education in China, 2009-2020

Optimal Number of Kindergartens for Preschool Institutions, 2012

Investment and Financing of Childcare Industry in China, 2005-2013

Polices On Pre-School Education

Allocation of Kindergarten Staff And Children by Service Type

Allocation Standard of Kindergarten Class Size And Full-Time Teachers & Child-Care Workers

Gap of Urban Kindergarten and Urban Private Kindergarten Teachers in China, 2005-2011



Number of Kindergartens in Beijing, 2010-2013

Number of Retained, Enrollment and Leavers of Kindergartens in Beijing, 2011-2013

Statistics of Kindergarten Teachers in Beijing, 2010-2013

Gross Enrollment Rate of Three-year Preschool Education at Beijing, 2015

Preschool Education in Guangzhou, 2011

Educational Background of Kindergarten Principals and Teachers in Guangzhou, 2011

Overview of Kindergartens in Suzhou, 2012

Quantity of Kindergartens and Graduates in Tianjin, 2011-2012

Overview of Kindergarten in Dalian, 2012

Major Chinese Education Groups

Number of Schools, Learning Centers and Book Stores of New Oriental Education &

Technology Group in Chinese Cities, FY2012

Courses of R.Y.B Kindergarten and Early Years Center

Kindergartens of Etonkids and Their Addresses

Teacher Allocation of Etonkids Kindergarten

Tuition of Etonkids Kindergarten in Beijing

Charging Standard of Tomorrow Kindergarten Group (Take Beijing Yiyou Tayuan

Campus as Example)

Directly-managed Kindergartens under Beijing Golden Cradle Potential Education

Institution

Profile of Major Training Course of Golden Cradle



I would like to order

Product name: China Kindergarten Industry Report, 2013

Product link: https://marketpublishers.com/r/CA16B60EF44EN.html

Price: US\$ 2,100.00 (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/CA16B60EF44EN.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