

PC Manufacturing Industry Market Research (China)

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Date: January 2008

Pages: 35

Price: US\$ 500.00 (Single User License)

ID: P6B3ABCEE64EN

Abstracts

During the first three quarters of 2007, the revenue of China PC manufacturing industry reached RMB 1024.33 billion, up 22.5% year on year and, the industrial value-added amounted to RMB 2040.50 billion, up 31.1 % from a year earlier.

With the cancellation of the agricultural tax, animal husbandry tax and special agricultural products tax, the farmers' disposable income increases continuously in recent years. With the expansion of the agriculture, the income increase of the farmers and the development of the urbanization, the rural information-based construction will lead to an increase of the market demand for increment.

As for the PC manufacturing enterprises, in Jan.-Oct., 2007, the business revenue increased by 10 percent year on year and, the total profit increased by 291 percent from a year earlier. The impetus for increase was mainly attributed to the prosperity of home computer market, the exploration of rural market, the increase of overseas market, and the best selling PC peripheral equipments such as POS machine and the new-generation ID recognition network etc.

The accumulated sales of PC increased rapidly, up 86 percent year on year. Because of the increase of farmers' income and the rapid progress of rural informationization, PC would be very popular in rural market.

The output of PC in 2006 reached 93.36 million units, including 59.12 million laptops, while in Jan.-Oct., 2007, the number amounted to 114.33 million units, including 71.81 million laptops.

The investment of PC industry reached RMB 19.27 billion in Jan.-Nov., 2007, up 12.6 percent year on year. The PC hardware industry will still keep a steady increase in 2008. As for its sub-industries, the commercial electrics industry has enormous

development space and would have an unusual and special development as the big market of electronics products in China. In addition, due to the reform of the agricultural tax and the payment of the agricultural allowance, the farmers' disposable income will increase and it is expected that the rural informationization will generate the market demand for increment in PC hardware industry.

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