

China Household Paper Industry Overview, 2017-2021

<https://marketpublishers.com/r/CD721498820EN.html>

Date: September 2016

Pages: 30

Price: US\$ 1,800.00 (Single User License)

ID: CD721498820EN

Abstracts

DESCRIPTION

Household paper refers to all kinds of paper products used in daily life including toilet paper, tissue, paper handkerchief, napkin, wet tissue, kitchen paper, sanitary napkin and paper diaper. With the economic development, the household paper industry developed rapidly in recent 10 years. Household paper varieties are widely used in people's daily life with convenience and closeness to consumers including toilet paper, tissue, napkin, paper diaper for babies, sanitary napkin for ladies in supermarkets and shopping malls.

Household paper is necessary for large consumer groups in daily life. With the social and economy development, the demand for household paper diversifies and transfers towards medium and high grade products. Meanwhile, supermarkets and hypermarkets become the mainstream of domestic retail industry with its diversification, leading to increasing importance of terminal markets for household paper manufacturers.

Therefore, it is a trend for them to improve the product quality, reduce production costs and develop modern manufacturing of household paper with certain scale. According to CRI, the consumption volume of household paper increased from over 6 million tons in 2011 to over 8 million tons in 2016, and the sales revenue increased from over CNY 60 billion to over CNY 80 billion during the corresponding period.

According to CRI, national household paper brands are less than 10 in number while others are regional ones in China. The aggregate market share of top 5 household paper manufacturers is less than 50% of the total in 2015, which shows a low market concentration rate. At present, there are numerous household paper brands with high homogeneity while most of them lack competitiveness and long-term loyal consumer groups.

According to CRI, the household paper market is expected to continue growing in China in the next few years.

Through this report, readers can acquire the following information:

Development Environment of Household Paper Industry in China

Demand and Supply of China Household Paper Industry

Analysis on Import and Export of Household Paper in China, 2013-2016

Top 5 Enterprises and Their Operation Status in China Household Paper Manufacturing Industry, 2013-2016

Market Competition of China Household Paper Industry

Price Trend of Pulp in China, 2013-2016

Major Driving Forces and Market Opportunities in China Household Paper Industry

Risks and Challenges in China Household Paper Industry

Development Trend of China Household Paper Industry, 2017-2021

Contents

1 RELEVANT CONCEPTS OF HOUSEHOLD PAPER INDUSTRY

1.1 Definition and Classification of Household Paper

1.1.1 Definition of Household Paper

1.1.2 Classification of Household Paper

1.2 Research Methods of the Report

1.2.1 Parameters and Assumptions

1.2.2 Data Sources

1.3 About CRI

2 ANALYSIS ON HOUSEHOLD PAPER INDUSTRY IN CHINA, 2011-2016

2.1 Development Environment of Household Paper Industry in China

2.1.1 Economic Environment of Household Paper Industry in China

2.1.2 Policy Environment of Household Paper Industry in China

2.1.3 Social Environment Faced by Household Paper Industry in China

2.2 Analysis on Supply of China Household Paper Industry

2.3 Analysis on Demand of Household Paper Market in China,

2.3.1 Major Consumer Group of Household Paper in China

2.3.2 Market Scale of Household Paper in China

2.4 Analysis on Import and Export of Household Paper in China

3 ANALYSIS ON COMPETITION STATUS OF CHINA HOUSEHOLD PAPER INDUSTRY, 2013-2016

3.1 Barriers to Entry in China Household Paper Industry

3.1.1 Policy Barriers

3.1.2 Barriers of Sales Channels

3.1.3 Brand Barriers

3.2 Competition Structure of China Household Paper Manufacturing Industry

3.2.1 Bargaining Ability of Raw Material Suppliers of Household Paper

3.2.2 Bargaining Ability of Household Paper Consumers

3.2.3 Internal Competition of Household Paper Industry

3.2.4 Potential Entrants in Household Paper Industry

3.2.5 Substitutes of Household paper

4 ANALYSIS ON TOP 5 HOUSEHOLD PAPER MANUFACTURERS IN CHINA,

2013-2016**4.1 Hengan International Group Co., Ltd.****4.1.1 Enterprise Profile of Hengan International Group****4.1.2 Sales Revenue and Market Share of Hengan International Group****4.2 Gold Hongye Paper Group Company****4.2.1 Enterprise Profile of Gold Hongye Paper Group****4.2.2 Sales Revenue and Market Share of Gold Hongye Paper Group****4.3 Vinda International Holdings Limited****4.3.1 Enterprise Profile of Vinda Group****4.3.2 Sales Revenue and Market Share of Vinda Group****4.4 C & S Paper Co., Ltd.****4.4.1 Enterprise Profile of C & S****4.4.2 Sales Revenue and Market Share of C & S****4.5 Yuen Foong Yu Group Paper MEG. Co., Ltd.****4.5.1 Enterprise Profile of Yuen Foong Yu****4.5.2 Sales Revenue and Market Share of Yuen Foong Yu Group in China****5 ANALYSIS ON PRODUCTION COSTS AND SALES PRICES OF HOUSEHOLD PAPER INDUSTRY IN CHINA, 2013-2016****5.1 Analysis on Production Costs of Household Paper, 2013-2015****5.2 Analysis on Household Paper Prices in China, 2013-2016****6 PREDICTION ON DEVELOPMENT OF HOUSEHOLD PAPER INDUSTRY IN CHINA, 2017-2021****6.1 Factors Influencing the Development of Household Paper Industry in China****6.1.1 Major Driving Forces and Market Opportunities in Household Paper Industry in China****6.1.2 Risks and Challenges in Household Paper Industry****6.2 Prediction on Supply in Household Paper Industry in China****6.2.1 Prediction on Output Volume of Household Paper in China, 2016-2020****6.2.2 Prediction on Product Structure****6.3 Forecast on Demand**

Selected Charts

SELECTED CHARTS

Chart Sales Volume and Growth Rate YOY of Household Paper in China, 2011-2015

Chart Related Laws and Regulations Concerning Household Paper Industry Published by Chinese Government, 2011-2015

Chart Output Volume of Household Paper in China, 2011-2015

Chart Market Size of Household Paper in China, 2011-2015

Chart Import of Household Paper in China, 2011-2015

Chart Export of Household Paper in China, 2011-2015

Chart Major Household Paper Manufacturers and Their Market Shares in China, 2013-2016

Chart Sales Revenue of Hengan International Group, 2013-2015

Chart Market Share of Household Paper of Hengan International Group in China, 2013-2015

Chart Sales Revenue of Gold Hongye Paper Group, 2013-2015

Chart Market Share of Household Paper of Gold Hongye Paper Group in China, 2013-2015

Chart Sales Revenue of Vinda Group, 2013-2015

Chart Market Share of Household Paper of Vinda Group in China, 2013-2015

Chart Sales Revenue of C & S, 2013-2015

Chart Market Share of Household Paper of C & S in China, 2013-2015

Chart Market Share of Household Paper of Yuen Foong Yu Group in China, 2013-2015

Chart Price Trend of Imported Pulp in China, 2013-2016

Chart Price Trend of Domestic Pulp in China, 2013-2016

Chart Forecast on Output Volume of Household Paper in China, 2017-2021

Chart Forecast on Market Size of Household Paper in China, 2017-2021

I would like to order

Product name: China Household Paper Industry Overview, 2017-2021

Product link: <https://marketpublishers.com/r/CD721498820EN.html>

Price: US\$ 1,800.00 (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/CD721498820EN.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