

China Residential Property Industry Overview, 2011-2020

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Abstracts

Description

Real estate development industry includes the development of residential property, commercial real estate, industrial real estate and tourism real estate. The typical products of residential property development consist of common residence, villa, service apartment, which are featured by short development cycle but relatively large risks. It is mainly influenced by the quantity and structure of the population, income, living conditions and requirements, position, auxiliary facilities, etc.

As a special commodity, residential property possesses both use value and investment value. Therefore, clients can be divided into living oriented type and investment oriented type from the demand aspect. In 2015, the sales value of the residential property reached CNY 7,275.3 billion in China with an increase of 16.6% YOY.

In China, the government possesses the ownership of all land, so the land resources show the scarcity. The government sets strict restrictions on the use of land. Only the residential real estate development enterprises with certificates for the right to the use of land, permits for the planning of construction projects and construction permits can implement the advance sales of commercial houses without optional change. Thus, the land resource barriers are very high.

With the slowdown development of China's macro economy, the main target of policies is to support the structure optimization and destocking of residential property development industry. Chinese government continuously loosened the monetary policy to stimulate the demand for real estate and promote the development of residential property development industry. Chinese government takes active measures to reduce

the cyclical fluctuation in residential property development industry and support the optimization of industrial structure and destocking of residence. People's Bank of China cut the interest rate five times and reduced the deposit reserve rate four times in 2015 alone. Repeated decline of interest rate reduced the purchase cost, which promoted the development of residential property development industry.

With the current further differentiation of real estate enterprises, the trend of survival of the fittest becomes more obvious in the period of the overall slow growth rate. China residential property development industry shifted from the stage of high speed growth to the mature stage. The cost of land and capital kept rising. Under the constant downward pressure of operation profits, mergers and acquisitions continued to usher in the climax.

Through this report, the readers can acquire the following information:

Definition and Classification of Residential Property

Parameters and Assumptions

Competition Status of China Residential Property Industry

Top 10 Enterprises in China Residential Property Industry

Development Opportunities of China Residential Property Industry

Major Driving Factors and Market Opportunities of China Residential Property Development Industry in the Future

Risks of China Residential Property Industry

Analysis on Major Operation Cost in China Residential Property Industry

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