

# China PMP Industry Research Report, 2008

<https://marketpublishers.com/r/CE71642D8A7EN.html>

Date: May 2008

Pages: 60

Price: US\$ 1,380.00 (Single User License)

ID: CE71642D8A7EN

## Abstracts

After a market introduction stage from 2005 to 2007, more and more Chinese consumers have accepted the PMP products with rich functions, average price reduced and the enlargement of the display screens and the capacities. China PMP market is going on a high-speed way.

However, most manufacturers in China mainland only concern the product design and the production of terminals which place at the upstream of the industry chain. Productions such as chips, storage media and display screens are still under control of overseas manufacturers. This report researches the production and sales of China PMP market, the price trend, the function evolution and the consumer preferences. It describes the development of China PMP industry, supply & demand, and operations of major players. At the same time, it analyzes major chip manufacturers, design providers and brand owners in China PMP market. It is helpful for investors to understand China PMP industry as well as to control the developing trends and invest opportunities.

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SEUIC

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Hangzhou Microunit

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