

Research Report of Chinese Toilet Water Market, 2009-2011

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Abstracts

The toilet water has the functions of cooling, repelling mosquito, relieving itching and relieving prickly heat etc. and is the common summer household chemical product in Chinese ordinary families. With the successive development of Chinese national economy and the steady growth of the residents' household consumption expenditures, Chinese toilet water market is continuously growing. However, the internal competition becomes fiercer and fiercer; the growth speed of the gross profit rate is cut down.

With a double-digit growth rate in recent years, the toilet water market in China is expected to reach a total sales amount of 2.5 billion RMB (USD 365 million) in 2009. Meanwhile the exploration of the rural market will invariably accelerate the development of the toilet water industry. Although the global financial crisis had an influence on Chinese economy to a certain extent, the daily chemical industry, with the toilet water market as its main part, has shown its capability of resisting economic recession and suggested great opportunities of investment. The issuance of the state new rural policies provides broad perspective for the toilet water market. At present, the creative and subdivided toilet water has a strong growth momentum.

In the process of writing this report, the author made further investigations into Chinese toilet water enterprises and market, and also interviewed some experts. Meanwhile, this report cites valuable second-hand information.

This report researches the toilet water market, supplies and demands, concentration, development direction and investment opportunities through analyzing the present situation of Chinese Toilet water industry, prediction on the development trends, combining the sales channels and industry chains and making the most use of the detailed information, which provides important reference values for the users to carry

bout commercial investments and formulate the development strategies.

More information can be obtained in this report:

- Present Situation of Chinese Toilet water Market
- Competition Situation and Trends of Chinese Toilet water Industry
- Major Enterprises and Their Operations of Chinese Toilet water Industry
- Investment Opportunities of Chinese Toilet water Industry
- Prediction on the Development Trends of Chinese Toilet water Industry

Contents

1 OVERVIEW ON CHINESE TOILET WATER INDUSTRY

- 1.1 Development History of Chinese Toilet Water Industry
- 1.2 Functions of the Toilet Water
- 1.3 Characteristics of the Toilet Water Consumers
- 1.4 Major Toilet Water Brands in Chinese Market

2 ANALYSES ON THE DEVELOPMENT ENVIRONMENTS OF CHINESE TOILET WATER MARKET

- 2.1 Analysis on the Natural Environment of Chinese Toilet Water Market
 - 2.1.1 Climate Differences of Various Regions in China
 - 2.1.2 Distribution Characteristics of the Medical Entomology
 - 2.1.3 Physical Differences of Different Groups
- 2.2 Analysis on the Economic Environment of Chinese Toilet Water Market
 - 2.2.1 Successive Growth of the National Economy
 - 2.2.2 Continuous Increases of the Household Incomes
 - 2.2.3 New Rural Construction
- 2.3 Analysis on the Technical Environment of Chinese Toilet Water Market
- 2.4 Analysis on the Policy Environment of Chinese Toilet Water Market
 - 2.4.1 Related State Policies of the Daily Chemical Industry
 - 2.4.2 Related Laws and Regulations of the Toilet Water Industry
- 2.5 Analysis on the Market Environment of Chinese Toilet Water Industry

3 ANALYSES ON THE COMPETITIONS OF CHINESE TOILET WATER INDUSTRY

- 3.1 Analysis on the Concentration of the Toilet Water Industry
- 3.2 Analysis on the Structures of the Toilet Water Industry
 - 3.2.1 Potential Incomers
 - 3.2.2 Substitutes
 - 3.2.3 Consumers
 - 3.2.4 Providers
 - 3.2.5 Competitors

4 ANALYSES ON CHINESE TOILET WATER MARKET

- 4.1 Market Capacity
- 4.2 Market Demands
- 4.3 Consumption Forces
- 4.4 Industry Trends

5 ANALYSES ON THE DEVELOPMENT OF CHINESE TOILET WATER INDUSTRY, 2005-2008

- 5.1 Analysis on the Toilet Water Yields in China, 2005-2008
- 5.2 Analysis on the Toilet Water Sales Volumes in China, 2005-2008
- 5.3 Analysis on the Toilet Water Sales Amounts in China, 2005-2008
- 5.4 Analysis on the Gross Profit Rate of the Toilet Water in China, 2005-2008

6 ANALYSES ON THE MAJOR ENTERPRISES OF CHINESE TOILET WATER INDUSTRY

- 6.1 Shanghai Jawha United Co., Ltd
- 6.2 Longliqi
- 6.3 Leads Beauty
- 6.4 Masson Group
- 6.5 Yumeijing Group Co., Ltd

7 ANALYSES ON THE DEVELOPMENT TRENDS OF CHINESE TOILET WATER MARKET

- 7.1 Brand Creation
- 7.2 Channel Innovation
- 7.3 Product Development
- 7.4 Product Differences

8 PREDICTIONS ON CHINESE TOILET WATER MARKET, 2009-2011

- 8.1 Prediction on the Growth of the National Economy in China, 2009-2011
- 8.2 Prediction on the Growth of the Residents' Household Consumption in China, 2009-2011
- 8.3 Prediction on the Toilet Water Demands in China, 2009-2011
- 8.4 Prediction on the Toilet Water Sales in China, 2009-2011
- 8.5 Prediction on the Gross Profit Rate of Chinese Toilet Water Industry, 2009-2011

9 ANALYSES ON THE VENTURES OF CHINESE TOILET WATER INDUSTRY

- 9.1 Market Ventures
- 9.2 Technical Ventures
- 9.3 Financial Ventures
- 9.4 Policy Ventures

10 ANALYSES ON THE INVESTMENT OPPORTUNITIES OF CHINESE TOILET WATER INDUSTRY

- 10.1 Children's Toilet Water Market
- 10.2 Spray Toilet Water Market
- 10.3 Non-Flavor Toilet Water Market
- 10.4 Rural Toilet Water Market

Selected Charts

SELECTED CHARTS

Chart Gender Ratio of the Toilet Water Consumers in China

Chart Regional Distributions of the Toilet Water Consumers in China

Chart Ranks of the Toilet Water Brands in China

Chart Constitution Chart of the Urban Residents' Consumption Expenditures in China

Chart Schematic Chart of the Concentration of Chinese Toilet Water Industry

Chart Analysis on the Market Shares of Chinese Toilet Water Manufacturers

Chart Toilet Water Yields in China, 2005-2008

Chart Sales Amounts of Shanghai Jawha United Co., Ltd, 2005-2008

Chart Gross Profit Rate of Shanghai Jawha United Co., Ltd, 2005-2008

Chart Net Profits of Shanghai Jawha United Co., Ltd, 2005-2008

Chart Gross Profit Rate of Longliqi, 2005-2008

Chart Net Profits of Longliqi, 2005-2008

Chart Gross Profit Rate of Leads Beauty, 2005-2008

Chart Net Profits of Leads Beauty, 2005-2008

Chart Sales Revenues of Softto, 2005-2008

Chart Net Profits of Softto, 2005-2008

Chart Prediction on the Toilet Water Demands in China, 2009-2012

Chart Prediction on the Toilet Water Sales Amounts in China, 2009-2012

Chart Prediction on the Number of the Toilet Water Manufacturers in China, 2009-2012

Chart Prediction on the Number of the Florida Sales Terminals in China, 2009-2012

Chart Analysis on Chinese Consumers' Preferences to the Toilet Water

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