

Research Report on Top 50 Companies in China's Real Estate Industry, 2011-2012

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Abstracts

In 2010, China's commercial housing sales area was 1,043 million m², increasing by 10.1% over 2009, of which commercial housing increased by 8%, office building increased 21.9%, commercial buildings for business increased by 29.9%. In 2010, China's commercial housing sales amount was CNY 5.25 trillion, increased by 18.3% YOY.

From January to September 2011, the sales area and sales amount of commodity housing in China was 712.89 million m² and CNY 3,931.2 billion, increased by 12.9% and 23.2% YOY respectively.

As China's economic growth is decreasing and government regulation policy is unceasingly tight, in 2011 and 2012, Chinese real estate development enterprises will face market, financial and other pressures. The growth rate will decline though the sales performance is expected to keep increasing. Along with the market's further adjustment, a number of dominant enterprises will actively adjust their enterprise development strategies to make accurate positioning of market prospects. Financing innovation, strengthening brand strategies and adjusting product strategy, will effectively disperse operation risk and enhance the competitiveness of enterprises. Real estate development enterprises that lack a clear development strategy will be increasingly difficult to adapt to the changing market environment, with a shrinking market, going to close down finally.

This report selects 50 leading enterprises from China's real estate enterprises, providing these enterprises' history, operations, development strategies and other information.

By reading this report, readers can get the following information:

2010-2011 China's leading real estate enterprises and their operations

Development strategies of China's real estate leaders

The development trend of Chinese real estate industry

The following persons are recommended to purchase this report:

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