

# Research Report on China's Vending Machine Industry, 2011-2012

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## Abstracts

Vending machine makes payment automatically according to the coins threw in. It is such a device commonly used for commercial automation, which is labor-saving and easy for transaction without the restriction of time and places. The categories, structures and functions of modern vending machines differ according to the sold goods, mainly including food, beverage, commodity, etc.

Vending machines are developed from Japan, Europe and America in the 1960s, which are also called 24-hour mini supermarkets. In Japan, 70% of tinned drinks are sold by vending machines. Vending machines began to enter Chinese market in 1999.

Nowadays, vending machines can be easily found in places with large passenger flow such as airports, subways, supermarkets and parks. However, compared with mature markets in the U.S.A., Japan and other countries, vending machines have not deserved expected market effects and wide use among customers in China yet. However, enterprises will gradually attach great importance to market potential and development direction of this kind of mass consumption mode and carrier known for its convenience.

Because vending machines can sell various commodities, which accords with China's national conditions, the demand for vending machines in the Chinese market will be great. In addition, as the business of vending machines operated by individuals and small and medium-sized enterprises is expanding, the demand for the machines is increasing, the circulation of commodities sold by vending machines will enjoy leapfrog development. As for such great market demand, supply of vending machines will face new challenges, and vending machine manufacturers need to deal with the problems such as technology, product design, function, safety and after-sale service.

The following challenges influence the profits of China's vending machine industry:

small convenience stores can be seen everywhere; many large enterprises provide their employees with cheap or free meals and commute; vending machines have problems of unreliability; risk of receiving counterfeit money and coins exists; sales of each machine is low, while venue rent for the machines is high, etc. Because China's vending machine industry is in the early development stage with limited number of machines and low profits, it is difficult to gain scale merit from goods retailing.

In China, vending machines enjoy broad development prospects. By the end of 2009, Chinese population had reached over 1.30 billion. If average 500 people own an vending machine, the potential scale of China's Vending Machine market will be over 2.60 million. According to the research of China Research and Intelligence, sales of a vending machine each day exceeds CNY 200 in Shanghai. If calculated by average CNY 150 per day, China's annual retail sales from vending machines can reach CNY 210 billion. In the long term, China's vending machine market will enjoy great prospects.

Through this report, readers can acquire more following information:

Status quo of China's vending machine industry

Development of China's retail industry

Development Environment for China's vending machine industry

Competition of China's vending machine industry

Prediction on Development of China's vending machine industry

Following people are suggested to buy this report:

Vending machine manufacturers

Vending machine operating enterprises

Research institutions concerning about China's vending machine industry

Investors concerning about China's vending machine industry



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