

# China Digital Piano Market Research Report Forecast 2017-2021

<https://marketpublishers.com/r/C78B65AF9C2EN.html>

Date: May 2017

Pages: 125

Price: US\$ 2,480.00 (Single User License)

ID: C78B65AF9C2EN

## Abstracts

The China Digital Piano Market Research Report Forecast 2017-2021 is a valuable source of insightful data for business strategists. It provides the Digital Piano industry overview with growth analysis and historical & futuristic cost, revenue, demand and supply data (as applicable). The research analysts provide an elaborate description of the value chain and its distributor analysis. This Digital Piano market study provides comprehensive data which enhances the understanding, scope and application of this report.

This report provides comprehensive analysis of

Key market segments and sub-segments

Evolving market trends and dynamics

Changing supply and demand scenarios

Quantifying market opportunities through market sizing and market forecasting

Tracking current trends/opportunities/challenges

Competitive insights

Opportunity mapping in terms of technological breakthroughs

The Major players reported in the market include:

Williams  
Yamaha  
Long Beach Music  
Hamzer  
The ONE Music Group  
Casio  
TMS  
Roland  
Privia

#### China Digital Piano Market: Product Segment Analysis

49 Key  
54 Key  
61 Key

#### China Digital Piano Market: Application Segment Analysis

Household  
Stage  
Other

#### Reasons for Buying this Report

This report provides pin-point analysis for changing competitive dynamics

It provides a forward looking perspective on different factors driving or restraining market growth

It provides a six-year forecast assessed on the basis of how the market is predicted to grow

It helps in understanding the key product segments and their future

It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors

It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments

## Contents

### **CHAPTER 1 DIGITAL PIANO MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Digital Piano
- 1.2 Digital Piano Market Segmentation by Type
  - 1.2.1 China Production Market Share of Digital Piano by 49 Keyn 2016
  - 1.2.1 49 Key
  - 1.2.2 54 Key
  - 1.2.3 61 Key
- 1.3 Digital Piano Market Segmentation by Application
  - 1.3.1 Digital Piano Consumption Market Share by Application in 2016
  - 1.3.2 Household
  - 1.3.3 Stage
  - 1.3.4 Other
- 1.4 China Market Size Sales (Value) and Revenue (Volume) of Digital Piano (2012-2021)

### **CHAPTER 2 CHINA ECONOMIC IMPACT ON DIGITAL PIANO INDUSTRY**

- 2.1 China Macroeconomic Environment Analysis
  - 2.1.1 China Macroeconomic Analysis
  - 2.1.2 China Macroeconomic Environment Development Trend
- 2.2 Effects to Digital Piano Industry

### **CHAPTER 3 CHINA DIGITAL PIANO MARKET COMPETITION BY MANUFACTURERS**

- 3.1 China Digital Piano Production and Share by Manufacturers (2015 and 2016)
- 3.2 China Digital Piano Revenue and Share by Manufacturers (2015 and 2016)
- 3.3 China Digital Piano Average Price by Manufacturers (2015 and 2016)
- 3.4 Manufacturers Digital Piano Manufacturing Base Distribution, Production Area and Product Type
- 3.5 Digital Piano Market Competitive Situation and Trends
  - 3.5.1 Digital Piano Market Concentration Rate
  - 3.5.2 Digital Piano Market Share of Top 3 and Top 5 Manufacturers
  - 3.5.3 Mergers & Acquisitions, Expansion

### **CHAPTER 4 CHINA DIGITAL PIANO CAPACITY, PRODUCTION, REVENUE,**

## **CONSUMPTION, EXPORT AND IMPORT (2012-2017)**

- 4.1 China Digital Piano Capacity, Production and Growth (2012-2017)
- 4.2 China Digital Piano Revenue and Growth (2012-2017)
- 4.3 China Digital Piano Production, Consumption, Export and Import (2012-2017)

## **CHAPTER 5 CHINA DIGITAL PIANO PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 China Digital Piano Production and Market Share by Type (2012-2017)
- 5.2 China Digital Piano Revenue and Market Share by Type (2012-2017)
- 5.3 China Digital Piano Price by Type (2012-2017)
- 5.4 China Digital Piano Production Growth by Type (2012-2017)

## **CHAPTER 6 CHINA DIGITAL PIANO MARKET ANALYSIS BY APPLICATION**

- 6.1 China Digital Piano Consumption and Market Share by Application (2012-2017)
- 6.2 China Digital Piano Consumption Growth Rate by Application (2012-2017)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Applications
  - 6.3.2 Emerging Markets/Countries

## **CHAPTER 7 CHINA DIGITAL PIANO MANUFACTURERS ANALYSIS**

- 7.1 Williams
  - 7.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.1.2 Product Type, Application and Specification
  - 7.1.3 Production, Revenue, Price and Gross Margin (2012-2017)
  - 7.1.4 Business Overview
- 7.2 Yamaha
  - 7.2.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.2.2 Product Type, Application and Specification
  - 7.2.3 Production, Revenue, Price and Gross Margin (2012-2017)
  - 7.2.4 Business Overview
- 7.3 Long Beach Music
  - 7.3.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.3.2 Product Type, Application and Specification
  - 7.3.3 Production, Revenue, Price and Gross Margin (2012-2017)
  - 7.3.4 Business Overview

## 7.4 Hamzer

7.4.1 Company Basic Information, Manufacturing Base and Competitors

7.4.2 Product Type, Application and Specification

7.4.3 Production, Revenue, Price and Gross Margin (2012-2017)

7.4.4 Business Overview

## 7.5 The ONE Music Group

7.5.1 Company Basic Information, Manufacturing Base and Competitors

7.5.2 Product Type, Application and Specification

7.5.3 Production, Revenue, Price and Gross Margin (2012-2017)

7.5.4 Business Overview

## 7.6 Casio

7.6.1 Company Basic Information, Manufacturing Base and Competitors

7.6.2 Product Type, Application and Specification

7.6.3 Production, Revenue, Price and Gross Margin (2012-2017)

7.6.4 Business Overview

## 7.7 TMS

7.7.1 Company Basic Information, Manufacturing Base and Competitors

7.7.2 Product Type, Application and Specification

7.7.3 Production, Revenue, Price and Gross Margin (2012-2017)

7.7.4 Business Overview

## 7.8 Roland

7.8.1 Company Basic Information, Manufacturing Base and Competitors

7.8.2 Product Type, Application and Specification

7.8.3 Production, Revenue, Price and Gross Margin (2012-2017)

7.8.4 Business Overview

## 7.9 Privia

7.9.1 Company Basic Information, Manufacturing Base and Competitors

7.9.2 Product Type, Application and Specification

7.9.3 Production, Revenue, Price and Gross Margin (2012-2017)

7.9.4 Business Overview

## **CHAPTER 8 DIGITAL PIANO MANUFACTURING COST ANALYSIS**

### 8.1 Digital Piano Key Raw Materials Analysis

8.1.1 Key Raw Materials

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

### 8.2 Proportion of Manufacturing Cost Structure

- 8.2.1 Raw Materials
- 8.2.2 Labor Cost
- 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Digital Piano

## **CHAPTER 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 9.1 Digital Piano Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Digital Piano Major Manufacturers in 2015
- 9.4 Downstream Buyers

## **CHAPTER 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## **CHAPTER 12 CHINA DIGITAL PIANO MARKET FORECAST (2017-2021)**

- 12.1 China Digital Piano Production, Revenue Forecast (2017-2021)
- 12.2 China Digital Piano Production, Consumption Forecast by Regions (2017-2021)
- 12.3 China Digital Piano Production Forecast by Type (2017-2021)
- 12.4 China Digital Piano Consumption Forecast by Application (2017-2021)

12.5 Digital Piano Price Forecast (2017-2021)

## **CHAPTER 13 APPENDIX**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Digital Piano

Figure China Production Market Share of Digital Piano by 49 Keyn 2016

Table Digital Piano Consumption Market Share by Application in 2016

Figure China Digital Piano Revenue (Million USD) and Growth Rate (2012-2021)

Table China Digital Piano Capacity of Key Manufacturers (2015 and 2016)

Table China Digital Piano Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Digital Piano Capacity of Key Manufacturers in 2015

Figure China Digital Piano Capacity of Key Manufacturers in 2016

Table China Digital Piano Production of Key Manufacturers (2015 and 2016)

Table China Digital Piano Production Share by Manufacturers (2015 and 2016)

Figure 2015 Digital Piano Production Share by Manufacturers

Figure 2016 Digital Piano Production Share by Manufacturers

Table China Digital Piano Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Digital Piano Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Digital Piano Revenue Share by Manufacturers

Table 2016 China Digital Piano Revenue Share by Manufacturers

Table China Market Digital Piano Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Digital Piano Average Price of Key Manufacturers in 2015

Table Manufacturers Digital Piano Manufacturing Base Distribution and Sales Area

Table Manufacturers Digital Piano Product Type

Figure Digital Piano Market Share of Top 3 Manufacturers

Figure Digital Piano Market Share of Top 5 Manufacturers

Table Church & Dwight Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Church & Dwight Digital Piano Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

Figure Church & Dwight Digital Piano Market Share (2012-2017)

Table Williams Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Williams Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table Williams Digital Piano Market Share (2012-2017)

Table Yamaha Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Yamaha Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)



Table Yamaha Digital Piano Market Share (2012-2017)

Table Long Beach Music Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Long Beach Music Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table Long Beach Music Digital Piano Market Share (2012-2017)

Table Hamzer Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Hamzer Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table Hamzer Digital Piano Market Share (2012-2017)

Table The ONE Music Group Basic Information, Manufacturing Base, Production Area and Its Competitors

Table The ONE Music Group Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table The ONE Music Group Digital Piano Market Share (2012-2017)

Table Casio Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Casio Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table Casio Digital Piano Market Share (2012-2017)

Table TMS Basic Information, Manufacturing Base, Production Area and Its Competitors

Table TMS Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table TMS Digital Piano Market Share (2012-2017)

Table Roland Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Roland Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table Roland Digital Piano Market Share (2012-2017)

Table Privia Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Privia Digital Piano Production, Revenue, Price and Gross Margin (2012-2017)

Table Privia Digital Piano Market Share (2012-2017)

Figure Production Revenue Share of Digital Piano by Type (2012-2017)

Figure 2015 Revenue Market Share of Digital Piano by Type

Table China Digital Piano Price by Type (2012-2017)

Figure China Digital Piano Production Growth by Type (2012-2017)

Table China Digital Piano Consumption by Application (2012-2017)

Table China Digital Piano Consumption Market Share by Application (2012-2017)

Figure China Digital Piano Consumption Market Share by Application in 2015

Table China Digital Piano Consumption Growth Rate by Application (2012-2017)

Figure China Digital Piano Consumption Growth Rate by Application (2012-2017)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Digital Piano  
Figure Manufacturing Process Analysis of Digital Piano  
Figure Digital Piano Industrial Chain Analysis  
Table Raw Materials Sources of Digital Piano Major Manufacturers in 2015  
Table Major Buyers of Digital Piano  
Table Distributors/Traders List  
Figure China Digital Piano Capacity, Production and Growth Rate Forecast (2017-2021)  
Figure China Digital Piano Revenue and Growth Rate Forecast (2017-2021)  
Table China Digital Piano Production, Import, Export and Consumption Forecast (2017-2021)  
Table China Digital Piano Production Forecast by Type (2017-2021)  
Table China Digital Piano Consumption Forecast by Application (2017-2021)

## I would like to order

Product name: China Digital Piano Market Research Report Forecast 2017-2021

Product link: <https://marketpublishers.com/r/C78B65AF9C2EN.html>

Price: US\$ 2,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C78B65AF9C2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970