

# China Mobile Communications Retail Market Research Report Forecast 2017 to 2022

<https://marketpublishers.com/r/C03BB55B612EN.html>

Date: November 2017

Pages: 136

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

ID: C03BB55B612EN

## Abstracts

Delivery of the Report will take 2-3 working days once order is placed.

The China Mobile Communications Retail Market Research Report Forecast 2017-2022 is a valuable source of insightful data for business strategists. It provides the Mobile Communications Retail 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 Mobile Communications Retail 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:

Telstra  
Optus  
Vodafone  
Vita Group  
Allphones  
Mo's Mobile  
Harvey Norman  
Hutchison  
Macquarie TelecomTerms

China Mobile Communications Retail Market: Product Segment Analysis

Type 1  
Type 2  
Type 3

China Mobile Communications Retail Market: Application Segment Analysis

Application 1  
Application 2  
Application 3

### **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 MOBILE COMMUNICATIONS RETAIL MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Mobile Communications Retail
- 1.2 Mobile Communications Retail Market Segmentation by Type
  - 1.2.1 China Production Market Share of Mobile Communications Retail by Type in 2016
  - 1.2.1 Type
  - 1.2.2 Type
  - 1.2.3 Type
- 1.3 Mobile Communications Retail Market Segmentation by Application
  - 1.3.1 Mobile Communications Retail Consumption Market Share by Application in 2016
  - 1.3.2 Application
  - 1.3.3 Application
  - 1.3.4 Application
- 1.4 China Market Size Sales (Value) and Revenue (Volume) of Mobile Communications Retail (2012-2021)

### **CHAPTER 2 CHINA ECONOMIC IMPACT ON MOBILE COMMUNICATIONS RETAIL 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 Mobile Communications Retail Industry

### **CHAPTER 3 CHINA MOBILE COMMUNICATIONS RETAIL MARKET COMPETITION BY MANUFACTURERS**

- 3.1 China Mobile Communications Retail Production and Share by Manufacturers (2015 and 2016)
- 3.2 China Mobile Communications Retail Revenue and Share by Manufacturers (2015 and 2016)
- 3.3 China Mobile Communications Retail Average Price by Manufacturers (2015 and 2016)
- 3.4 Manufacturers Mobile Communications Retail Manufacturing Base Distribution, Production Area and Product Type

### 3.5 Mobile Communications Retail Market Competitive Situation and Trends

#### 3.5.1 Mobile Communications Retail Market Concentration Rate

#### 3.5.2 Mobile Communications Retail Market Share of Top 3 and Top 5 Manufacturers

#### 3.5.3 Mergers & Acquisitions, Expansion

## **CHAPTER 4 CHINA MOBILE COMMUNICATIONS RETAIL CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2012-2017)**

### 4.1 China Mobile Communications Retail Capacity, Production and Growth (2012-2017)

### 4.2 China Mobile Communications Retail Revenue and Growth (2012-2017)

### 4.3 China Mobile Communications Retail Production, Consumption, Export and Import (2012-2017)

## **CHAPTER 5 CHINA MOBILE COMMUNICATIONS RETAIL PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

### 5.1 China Mobile Communications Retail Production and Market Share by Type (2012-2017)

### 5.2 China Mobile Communications Retail Revenue and Market Share by Type (2012-2017)

### 5.3 China Mobile Communications Retail Price by Type (2012-2017)

### 5.4 China Mobile Communications Retail Production Growth by Type (2012-2017)

## **CHAPTER 6 CHINA MOBILE COMMUNICATIONS RETAIL MARKET ANALYSIS BY APPLICATION**

### 6.1 China Mobile Communications Retail Consumption and Market Share by Application (2012-2017)

### 6.2 China Mobile Communications Retail 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 MOBILE COMMUNICATIONS RETAIL MANUFACTURERS ANALYSIS**

### 7.1 Telstra

#### 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 Optus
  - 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 Vodafone
  - 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 Vita Group
  - 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 Allphones
  - 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 Mo's Mobile
  - 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 Harvey Norman
  - 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 Hutchison
  - 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 Macquarie TelecomTerms

- 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 MOBILE COMMUNICATIONS RETAIL MANUFACTURING COST ANALYSIS**

- 8.1 Mobile Communications Retail 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 Mobile Communications Retail

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

- 9.1 Mobile Communications Retail Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Mobile Communications Retail Major Manufacturers in 2016
- 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 MOBILE COMMUNICATIONS RETAIL MARKET FORECAST (2017-2022)**

### **12.1 China Mobile Communications Retail Production, Revenue Forecast (2017-2022)**

### **12.2 China Mobile Communications Retail Production, Consumption Forecast by Regions (2017-2022)**

### **12.3 China Mobile Communications Retail Production Forecast by Type (2017-2022)**

### **12.4 China Mobile Communications Retail Consumption Forecast by Application (2017-2022)**

### **12.5 Mobile Communications Retail Price Forecast (2017-2022)**

## **CHAPTER 13 APPENDIX**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Mobile Communications Retail

Figure China Production Market Share of Mobile Communications Retail by Type in 2016

Table Mobile Communications Retail Consumption Market Share by Application in 2016

Figure China Mobile Communications Retail Revenue (Million USD) and Growth Rate (2012-2021)

Table China Mobile Communications Retail Capacity of Key Manufacturers (2015 and 2016)

Table China Mobile Communications Retail Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Mobile Communications Retail Capacity of Key Manufacturers in 2015

Figure China Mobile Communications Retail Capacity of Key Manufacturers in 2016

Table China Mobile Communications Retail Production of Key Manufacturers (2015 and 2016)

Table China Mobile Communications Retail Production Share by Manufacturers (2015 and 2016)

Figure 2015 Mobile Communications Retail Production Share by Manufacturers

Figure 2016 Mobile Communications Retail Production Share by Manufacturers

Table China Mobile Communications Retail Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Mobile Communications Retail Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Mobile Communications Retail Revenue Share by Manufacturers

Table 2016 China Mobile Communications Retail Revenue Share by Manufacturers

Table China Market Mobile Communications Retail Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Mobile Communications Retail Average Price of Key Manufacturers in 2016

Table Manufacturers Mobile Communications Retail Manufacturing Base Distribution and Sales Area

Table Manufacturers Mobile Communications Retail Product Type

Figure Mobile Communications Retail Market Share of Top 3 Manufacturers

Figure Mobile Communications Retail Market Share of Top 5 Manufacturers

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



Table Church & Dwight Mobile Communications Retail Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

Figure Church & Dwight Mobile Communications Retail Market Share (2012-2017)

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

Table Telstra Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Telstra Mobile Communications Retail Market Share (2012-2017)

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

Table Optus Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Optus Mobile Communications Retail Market Share (2012-2017)

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

Table Vodafone Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Vodafone Mobile Communications Retail Market Share (2012-2017)

Table Vita Group Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Vita Group Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Vita Group Mobile Communications Retail Market Share (2012-2017)

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

Table Allphones Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Allphones Mobile Communications Retail Market Share (2012-2017)

Table Mo's Mobile Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Mo's Mobile Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Mo's Mobile Mobile Communications Retail Market Share (2012-2017)

Table Harvey Norman Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Harvey Norman Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Harvey Norman Mobile Communications Retail Market Share (2012-2017)

Table Hutchison Basic Information, Manufacturing Base, Production Area and Its

## Competitors

Table Hutchison Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Hutchison Mobile Communications Retail Market Share (2012-2017)

Table Macquarie TelecomTerms Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Macquarie TelecomTerms Mobile Communications Retail Production, Revenue, Price and Gross Margin (2012-2017)

Table Macquarie TelecomTerms Mobile Communications Retail Market Share (2012-2017)

Figure Production Revenue Share of Mobile Communications Retail by Type (2012-2017)

Figure 2015 Revenue Market Share of Mobile Communications Retail by Type

Table China Mobile Communications Retail Price by Type (2012-2017)

Figure China Mobile Communications Retail Production Growth by Type (2012-2017)

Table China Mobile Communications Retail Consumption by Application (2012-2017)

Table China Mobile Communications Retail Consumption Market Share by Application (2012-2017)

Figure China Mobile Communications Retail Consumption Market Share by Application in 2016

Table China Mobile Communications Retail Consumption Growth Rate by Application (2012-2017)

Figure China Mobile Communications Retail 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 Mobile Communications Retail

Figure Manufacturing Process Analysis of Mobile Communications Retail

Figure Mobile Communications Retail Industrial Chain Analysis

Table Raw Materials Sources of Mobile Communications Retail Major Manufacturers in 2015

Table Major Buyers of Mobile Communications Retail

Table Distributors/Traders List

Figure China Mobile Communications Retail Capacity, Production and Growth Rate Forecast (2017-2022)

Figure China Mobile Communications Retail Revenue and Growth Rate Forecast (2017-2022)

Table China Mobile Communications Retail Production, Import, Export and

Consumption Forecast (2017-2022)

Table China Mobile Communications Retail Production Forecast by Type (2017-2022)

Table China Mobile Communications Retail Consumption Forecast by Application  
(2017-2022)

## **COMPANIES MENTIONED**

Telstra  
Optus  
Vodafone  
Vita Group  
Allphones  
Mo's Mobile  
Harvey Norman  
Hutchison  
Macquarie TelecomTerms  
Nextgen Group  
M2 Group  
TPG Telecom  
liNet  
Amcom

## I would like to order

Product name: China Mobile Communications Retail Market Research Report Forecast 2017 to 2022

Product link: <https://marketpublishers.com/r/C03BB55B612EN.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/C03BB55B612EN.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