

# Consumer China 2009

*The key to understanding consumer markets in China*

**Consumer China provides essential information for companies looking to sell products or services in the region.**

This book provides volume and value market statistics for over 330 consumer markets together with manufacturer and brand shares for all the major consumer goods sectors in China. Combine this with full coverage of socio-economic parameters and you have an essential research tool capable of giving a complete picture of modern consumer trends in China, including detailed information on Hong Kong.

## Key Features

- Volume and value size data
- Over 330 consumer products covered
- Key socio-economic parameters for a clearer picture

## Key Benefits

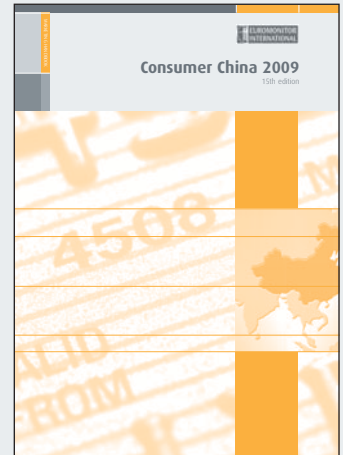
- Examine historic and forecasted market size data (2002-2007)
- Identify brand and manufacturer shares for all the leading consumer markets
- Compare product performance by year or country
- Find detailed written analysis on the Chinese economy and market

## Using Consumer China will enable you to plan your market strategy by:

- Identifying potential new markets
- Forecasting growth potential
- Comparing country markets
- Hi-lighting purchasing trends

## Reasons to buy this book

- It is the most economical way of accessing up-to-date consumer market information
- Provides all the knowledge to pinpoint potential risks and opportunities, enabling you to plan effectively
- Thousands of clearly presented, accurate statistics from a source you can trust



## Market size data for over 330 consumer products, across these sectors:

- Food • Drinks • Automotives • Tobacco •
- Cosmetics and toiletries • Eyewear •
- Consumer electronics • Home furnishings •
- Disposable paper products • Domestic electrical appliances • Toys and games •
- Household care products • Over-the-counter healthcare • Housewares • Personal and leisure goods • IT and telecommunications •
- Pet food and pet care

## Key socio-economic parameters include:

- Population trends and forecasts • Income •
- Economic indicators • Foreign trade •
- Health • Household characteristics •
- Possession of household durables • Labour •
- Consumer expenditure • Retail sales •
- Travel and tourism • Communications

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