

Passport GMID overview Euromonitor International



March 2010



概述

□欧睿公司背景简介

Making sense of global markets

□Passport GMID 数据库

A wining –business database for libraries

□研究方法

□GMID数据库应用

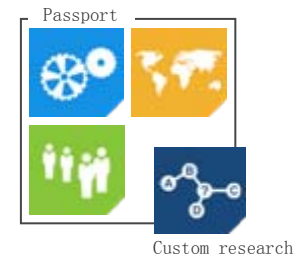
A complete intelligence service

□Q&A



欧睿国际

- 值得信赖的全球商业信息提供商
- 帮助客户制定正确的商业决策
- 关注消费品和消费服务:行业, 国家, 消费者
- 数据库共享信息和定向研究服务
- **800**多名研究分析师遍布**80**多个国家
- 地区研究中心和行业专家客户支持

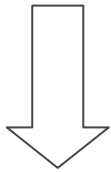


产品和服务



行业

- 消费品市场
- 消费者服务业
- **B2B**
- 工业品市场



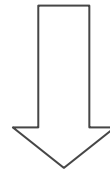
市场表现和动因

- 发现增长点
- 竞争企业标杆分析
- 发现并购机会
- 分销渠道分析
- 制定价值链策略



国家

- 经济
- 人口结构
- 劳动力市场
- 法规和政策



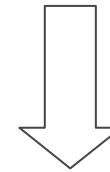
影响商业环境的因素

- 追踪经济发展轨迹，展望未来趋势
- 监测人口结构变化
- 掌握劳动力市场动态
- 分析政策对商业的影响



消费者

- 生活方式
- 家庭结构
- 收入和支出
- 社会发展



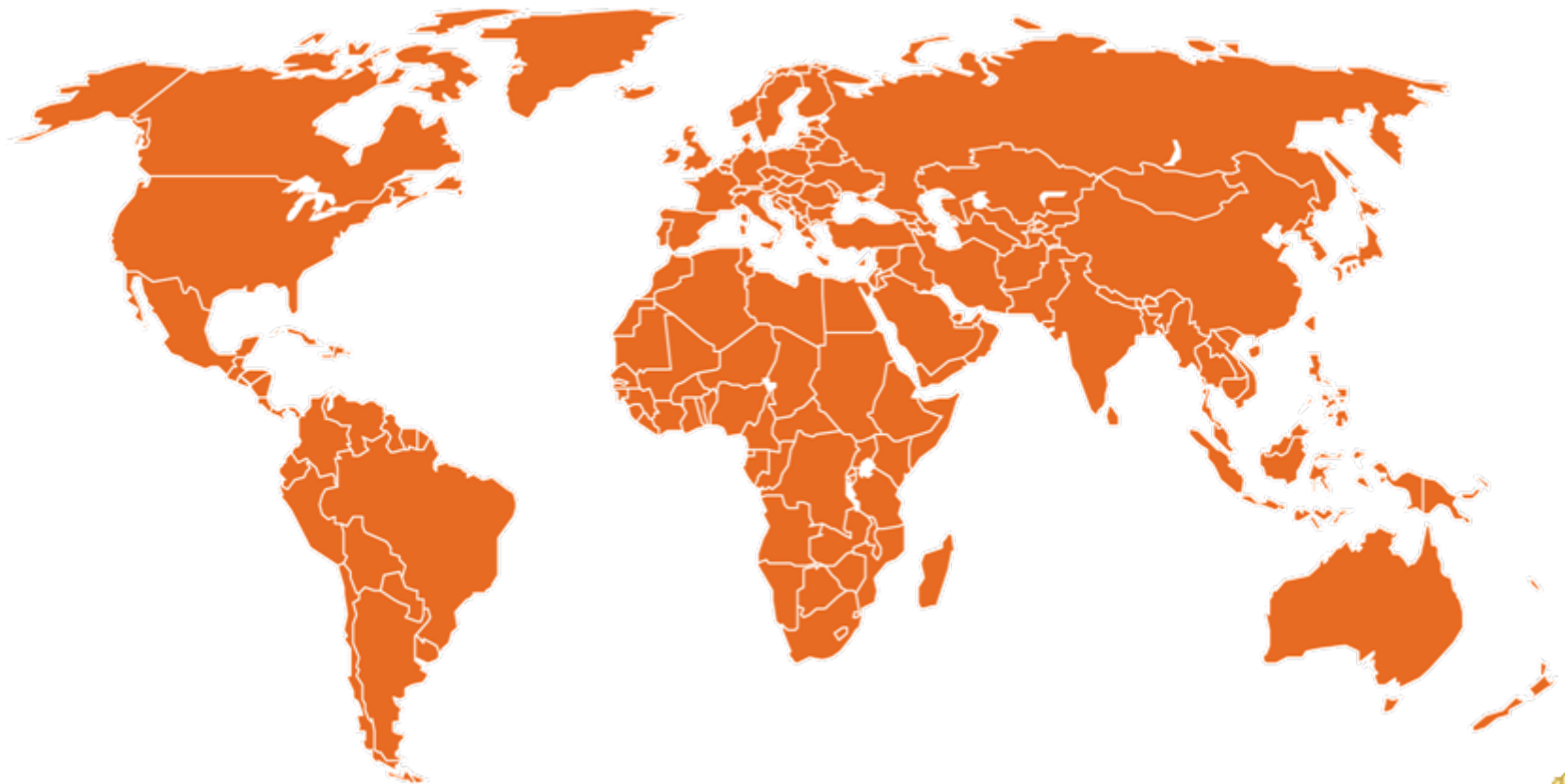
消费者态度，观点，和行为

- 定位消费者群体
- 理解文化差异
- 发现新的消费趋势
- 定义新的市场区隔



Geographic reach

- Industries: 95% of global consumer spending
- Countries, Consumers: 205 countries



企业客户



高校客户



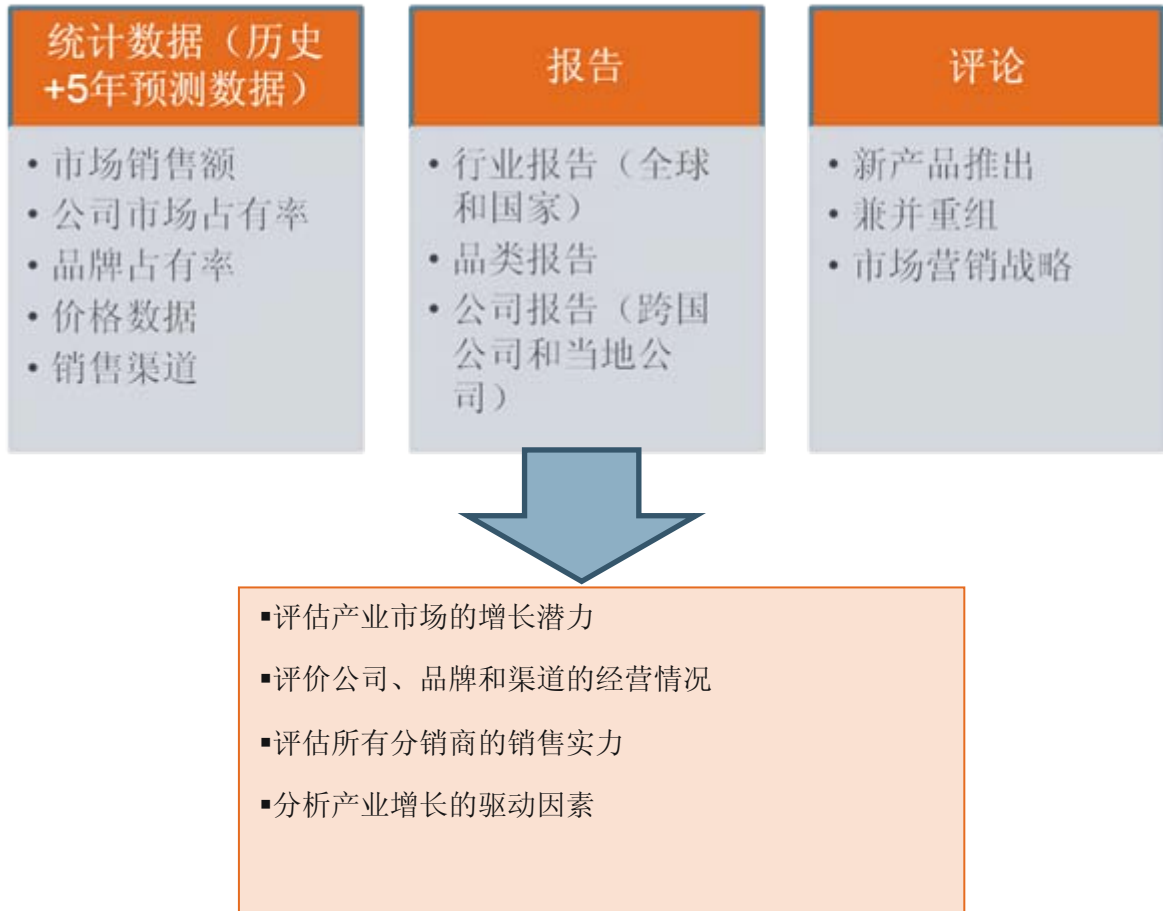
What is Passport GMID?

Industries & Countries & Consumers



Industries

- 含酒精饮料
- 热饮
- 软饮料
- 新鲜食品和包装食品
- 服饰及鞋类
- 个人电子消费品
- 化妆品及盥洗用品
- 一次性纸制品
- 家用电器
- 眼镜
- 包装行业
- 家用清洁产品
- 家用器皿及家具织物
- 非处方药（OTC）
- 个人休闲产品
- 宠物食品及宠物护理品
- 烟草
- 玩具及游戏
- 营养保健食品饮料
- 零售业
- 旅游业
- 消费金融业
- 餐饮业



行业研究范围



含酒精饮料



服装鞋帽



个人电子消费品



化妆品行业



一次性纸制品



DIY和园艺用品



家电行业



眼镜



个人金融服务



餐饮行业



新鲜食品



健康食品



家庭清洁护理品



家具与家居用品



独立销售渠道



原料行业



非处方药品



包装食品



包装行业



宠物



零售行业



软饮料



烟草行业



玩具与游戏



旅游业



热饮料

C&C-Economy Finance and Trade (1977-2014)

- Balance of payment
- Consumer confidence
- Foreign Direct investment (FDI)
- GDP
- Gross National Income(GNI)
- Inflation
- poverty
- Imports
- Exports
- Trade balance

外贸情况（全球各个国家详尽的进出口额）

- 按目的地国家分
- 按商品类别分（100小类）

收入法、支出法计算的GDP

- GDP按来源分，国民经济各个行业的贡献额（40多个小类）农业，狩猎业，林业和渔业；采矿及采石业；食品制造业；饮料和烟草业；纺织品制造业；零售贸易；个人和家庭用品维修业；餐饮及酒店业；运输，仓库及通讯业；金融中介服务业



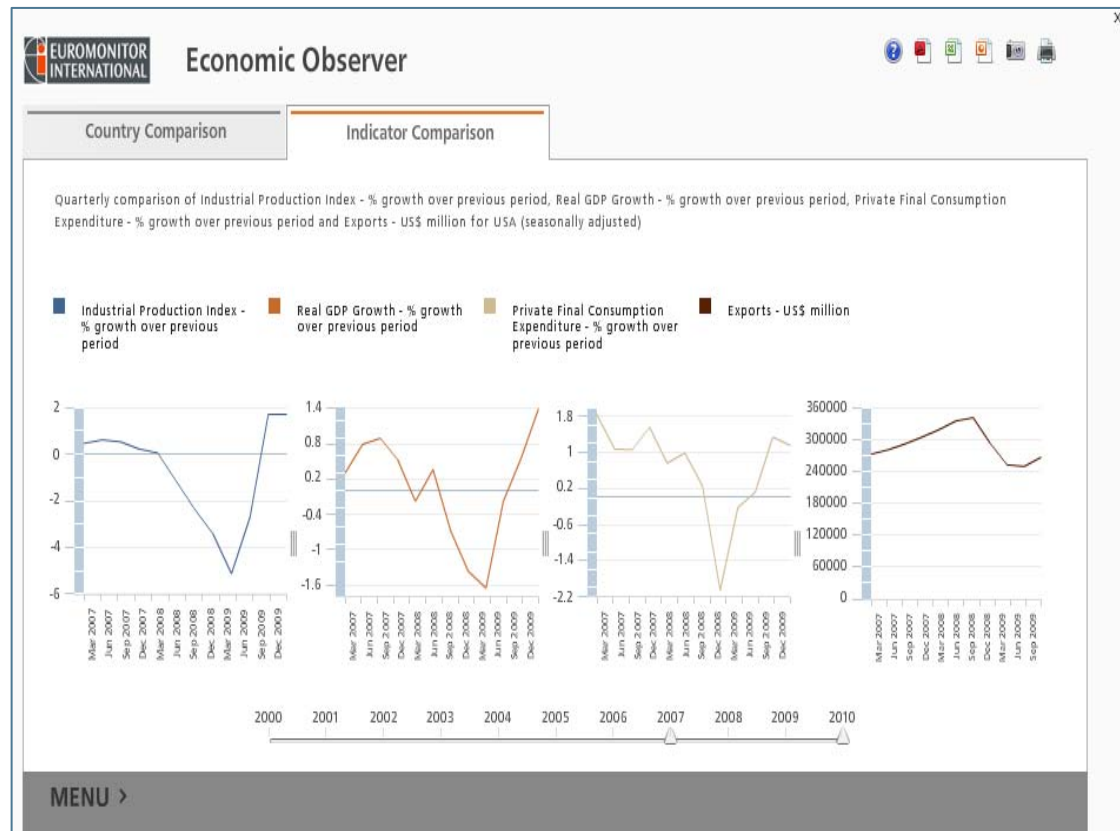
C&C-Economy Finance and Trade-- 续 (2000-current)



What is it?

- 季度和月度数据
- 52个国家, 19 个经济指标
- 每星期更新

- Inflation
- GDP
- Unemployment rate
- Trade balance
- Exchange rate against US
- Oil prices
- Import & exports
- CPI, PPI
- Long term interest rate



C&C-Economy Finance and Trade-- 续 (G7 + 10 emerging economies + China)

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Comment

Monthly economic review of the Chinese economy: March 2010 update

Monthly economic review of the Chinese economy: March 2010 update

11 Mar 2010

Foreign direct investment rose for the sixth consecutive month in January 2010 on an annual basis, reflecting strong investor confidence in the Chinese economy. During the same month, however, the People's Bank of China – the central bank – started to tighten monetary policy in a move to curb excessive credit which could overheat the economy.

Summary

In January 2010, China's economy showed increasing strength in domestic demand and foreign direct investment (FDI) confidence. However, the government's move to curb excessive credit...

Foreign trade

Latest data from the early 2010, with the comparison with the same period in 2009.

- 外贸进出口情况
- FDI
- 固定资产投资情况
- 零售业销售情况
- 工业生产
- 各城市通货膨胀率

Total value	January 2010	Change over previous month
Petroleum products		-26.5
Medical and pharmaceutical products	809	-11.0
Steel products	2,227	-12.1
Rolled aluminium	607	10.5
Lined telephone sets (incl. cordless phone)	2,376	-55.1
Colour TV set (incl. CKD and SKD)	790	-27.0

RELATED INFORMATION

Statistics
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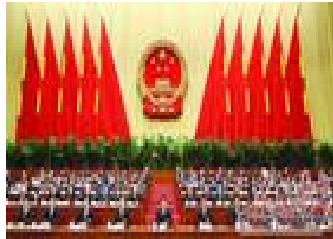
Comment
Mapping global old-age dependency: populations are getting older
Mapping global disposable income growth: 2010 will be a year of low income growth
Chinese SMEs to receive greater government support during 2010
Regional Focus: China's recovery spells tougher competition for other East Asian economies
Q&A: 2010 global economic recovery
Emerging Focus: Emerging
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China business environment: Deepening allure
China Income & Expenditure
China: Country profile
Consumer Lifestyles in China
Future Demographic - China
Global risks and vulnerabilities: China
Technology, Communications and Media: China

Local intranet 100%



C& C – Government ,labor and education (1977-2014)



- Corruption
- Domestic policy
- Easy of doing business ranking
- Elections
- Foreign trade policy
- Global competitiveness index
- Government expenditure
- Government finance
- Labor
- Literacy and education
- Minimum wage per month

政府

- 政府开支:政府在公共服务,国防,教育,医疗等方面的开支
- 金融: 国际清偿能力, 存款银行资产, 存款行债务; 年度贷款利率, 银行的存款储备量; 政府财政, 预算: 开支, 税收, 盈亏; 对外: 债务, 外汇储备, 黄金储备; 市值: 货币供应量

劳动力

- 各国的人工成本、工作时间、
- 国民经济中各部门的劳动力, 各个年龄段的男女性劳动力 (20-24岁女性劳动力人口)
- 每个年龄段的男女就业人口/每个年龄段的男女失业人口
- 兼职人口、各个年龄段的男性和女性失业率、按受教育程度划分的失业率。

教育

- 成人识字率、义务教育开始年龄, 离校年龄, 学前教育男女性入学率
- 大学老师数量; 学习各个专业大学生数量
- 受初等、中等、高等教育的人口; 二级专科学校学生, 二级师范学院在校学生, 教学人员; 高等教育, 大学和高等教育场所,
- 在购买力平价条件下各层次教育的支出。



C&C government labor education—续 report(Business Environment)

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Welcome, Huan Huang

Comment

▼ COMMENT

Filters

Business Environment: Mexico

Business Environment: Mexico

15 Feb 2010

Free access to the whole North American market and several years of economic stability prior to crisis were the biggest assets Mexico has to offer to the investor community. However, important challenges are present in the form of a lack of competition in several key sectors, a rigid labour market and an intricate tax system. As the country strives to find its way through the global financial crisis, the best moment to put forward historically delayed reforms in these areas may have arrived.

Ease of Doing Business 2010: Regional overview

- 经济稳定情况分析
- Easy of doing business
- 政府管制
- 税收
- 劳动力
- 消费者开支 和消费品市场

RELATED INFORMATION

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Q&A: Global middle class growth

Mexico: Country Pulse

New Country Briefings on Countries & Consumers: Business Environment

Q&A: 2010 global economic recovery

Mexico's tax increases hurt consumers

Emerging Focus: Emerging markets weather the crisis differently

Regional Focus: Rising obesity rates in Latin America

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Business Environment: Mexico

Consumer Lifestyles in Mexico

Future Demographic - Mexico

Global risks and vulnerabilities: Mexico

Mexico Income & Expenditure

Mexico: Country profile

Technology, Communications and Media: Mexico

Double click to change security settings

Local intranet 100%

The ease of doing business index ranks economies from 1 to 183. For each economy the index is calculated as the ranking on the simple average of its percentile rankings on each of the 10 topics covered in Doing Business 2010.



C&C—Industry ,Infrastructure ,and Environment

Agriculture

Automotives

Industrial output

transportation

Energy resources
and output

Environmental
data



农林畜牧业、工业

- 各种农产品的产量及出口量（香蕉、鸡蛋、蜂蜜、奶酪、牛肉等30种）
- 林业（纸张 纸浆产量）；畜牧业（禽类养殖量）
- 工业：煤和各种金属矿石的产量

能源

- 各种能源的消耗、产量和储藏量（煤，石油，天然气，生物燃料等）；
- 利用各种不同能源的发电量（由化石燃料、废弃物、地热、水利、核能、太阳能等）

交通

- 经公路运输的货物，公路网，公路网密度；
- 商船运输，散货干货运输船，化学品运输船，
- 集装箱运货船，通用货船，液化天然气运输船，商船运输队，油轮，客运/滚装船

环境

- CO2 排放及其他污染气体的排放，森林砍伐
- 遭到威胁的各物种数量
- 生态保护区
- 铝制品循环利用



C&C-Technology, communications and media

- Cinema and film
- Computers and internet
- Media access
- Telecommunications



IT

- 在用的个人计算机;
- 互联网使用者, 互联网客户;
- 拨号上网、宽带上网和ISDN用户; 互联网用户;
- 网上购物;

通信

- 数字主线的可用性, 电信资金总额, 电话, 正在使用的电话线数量, 国内电话, 国际外拨电话,
- 移动电话: 用户, 呼叫; 移动通信收入, 移动短信发送量

报告内容

- 通信技术的发展情况;
- 网络营销的发展现状及趋势;
- 通信技术对消费者行为的影响



C&C-technology ,communications ,and media –续 (报告)

The screenshot displays the Euromonitor International website interface. The main report title is "Power to the Consumer: How Web Technology Is Influencing Behaviour". A red circle highlights the sub-section "Future watch: Online retail and resale".

Future watch: Online retail and resale
13 Nov 2009

The online retailing sector has remained buoyant even in the toughest of times, underscoring the fact that consumers around the world are turning to online retail and resale. What makes internet shopping more appealing than hitting the malls? What are some of the emerging trends that will be the hits of tomorrow?

This piece is part of our 'Future watch' series: comment pieces with even more of a slant on what will be. While all our trends pieces are about where we (consumers) are going, some topics really lend themselves to this future watch treatment. Thinking about how consumers respond to online retail and resale in the near and more distant future is one of these.

Future directions

- Let's ditch the high street for the information highway;
- One girl's trash is another girl's treasure;
- Trading with a greener mindset;
- Online shopping continues to be popular with the stressed and the busy;
- More wanting to run their own show;
- Fear holding back some consumers.

New business openings

- Though some customers prefer to buy from an offline retailer, many will check out your site for more detailed product information to research before purchase. It helps to have better content than your retail partners to meet their initial expectation of good information on your site such as product videos, 360-degree imaging, downloadable manuals and in-depth product descriptions to attract customers;
- Online sites that allow shoppers to interact with real people during the shopping process, features such as discussion forums or click-to-chat (to an operator), could provide the reassurance and 'personal touch' that some online shoppers need to complete the purchase.

The right sidebar contains "RELATED INFORMATION" with "Statistics" and "View Related Statistics" links, and a "Comment" section with text: "Am I fabulous or what? Asian consumers and appearance trends...".



C&C—Population and homes (1997-2020)

- Births
- Crime
- Death
- Dependency ration
- Foreign citizens
- Home ownership
- Household profiles
- Land area per capita
- Net migration
- Population density
- Average age of population
- Population: National estimates at January 1st



人口指标

- 生育女性平均年龄
- 婚外生育
- 各种犯罪的犯罪率
- 人口出生率, 生育率, 活产婴儿, 死亡率, 死亡(数量), 人口密度
- 外国公民, 人均土地面积
- 平均初婚年龄: 女性、男性; 平均结婚年龄: 男性、女性; 离婚率, 结婚率, 离婚次数, 结婚次数

人口数量

- 各个年龄点的男女人口数量(1977-2020)
- 按下述教育程度划分的人口
- 按婚姻状况划分人口: 已婚, 离异, 丧偶, 单身
- 按城乡位置划分人口: 城市人口, 农村人口, 人口

家庭构成

- 按居住人口划分的家庭住户按居住人口划分的家庭住户: 1人、2人、及以上
- 按房间数目划分的家庭住户,
- 按户主年龄划分的家庭住户
- 按户主受教育程度划分的家庭住户
- 按住户性别划分的家庭住户: 按家庭类型划分的家庭住户, 单身, 无子女夫妇, 有子女夫妇, 单亲家庭, 其他
- 按城市/农村地区、宠物数量、
- 狗、猫、住宅存量、
- 新竣工住宅划分的家庭住户

家居和住宅

- 按房屋使用期限划分家居类型: 住宅业主, 无抵押住宅业主, 有抵押住宅业主, 租房者, 其它; 按住所类型划分家居类型: 房屋, 独立式房屋, 半独立式房屋和排房, 公寓, 其他
- 家庭住户对耐用消费品拥有量: 空调器, 电话答录机, 自行车, 黑白电视机, 有线电视, 照相机, CD播放机等



C&C—Population and homes --续（报告，未来人口）

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Passport GMID

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Regional Focus: Asia Pacific

the world's largest mobile phone market

Q&A: Global middle class growth

Special Report: Top 10 biggest consumer markets

Q&A: Ageing populations

Regional Focus: Remittance inflows to Asia Pacific prove resilient in 2009

Regional Focus: Ageing Asia

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Global risks and vulnerabilities: Japan

Japan business environment

A tough market to break in

Japan Income & Expenditure

Japan: Country Profile

Technology, Communication and Media: Japan

3

你知道吗？

在白俄罗斯，由于人口的大量减少以及老龄化加剧，白俄罗斯面临严重的人口危机。据预测，2030年人口总量将比1993年的人口最高峰时期下降12.3%。

智利的人口增长也非常缓慢，然而，这个国家也正经历着人口急剧老龄化。据预测，在未来的20年中，年龄超过60岁的人口将以该国总人口增长率的五倍速度不断增长。

在日本，2009年外国人口仅占日本总人口的1.8%，2030将有望达到2.2%--相比较其他发达国家，这个比例显然很低。其中，在1980-1990年间，韩国人是日本外来人口最多的国家，现在已经被中国超过。

英国这几十年人口增长的步伐越来越快，据预测，到2020年，人口增长速度将是1990年的两倍，至2030英国总人口将超过7000万。

美国以平缓的脚步正迎接老龄化的到来，其中年龄超过80岁以上的人口以飞快的步伐不断增长。虽然如此，人口的老龄化的被不段涌入美国的移民所冲淡。



C& C –Income and expenditure (1997-2015)

- Annual gross income
- Annual disposable income
- Annual gross income by age
- Annual gross income by source
- Disposable income by education
- Average annual disposable income by sex
- Household disposable income distribution
- Savings
- Taxes and social contributes
- Consumer expenditure
- Consumer prices and costs



收入

- 各个年龄段人口的总收入、平均收入
- 各个年龄段在各个收入段的人数（45-49人口在 US\$0-500,501-1000,1000-1500.....等段的平均收入）
- 各个收入段在各个年龄段的人口数量
- 各个教育层次人口的平均收入
- 家庭收入：年收入在 US\$500+,1500+.....45000+等收入段的家庭数量及比例

消费价格及成本

- CPI：食品与非酒精饮料价格，酒精饮料和烟草的价格，服装和鞋类的价格，住房价格，保健品和医疗服务价格，交通运输价格，通讯价格，休闲和娱乐价格，教育价格，酒店和餐饮价格等等
- 成本：每公斤苹果，每33厘升啤酒，每250克黄油，每公斤面粉等

支出模式

- 消费开支模式：分类详尽（食品+非酒精饮料，烟酒，服装，住房，家庭用品，医疗健康，通信，休闲娱乐，教育，住宿餐饮）
- 以家庭结构划分消费开支，以收入水平划分消费开支



C&C—Consumer trends and lifestyle (报告)

Cinema and film
 Consumer megatrends
 Consumer segmentation
 Health
 Leisure time
 Media access
 Museums
 Press trends



消费行为大趋势，消费者细分

- 消费行为大趋势：年龄界限的模糊化；茧居族；消费者积极分子；便利性；环保意识；身份；个人主义和自我表现；多重角色；过度花费；个性化选择；超值优惠；小嗜好；时间饥荒；虚幻；Web2.0和移动通讯等等
- 消费者细分：按性别和性取向划分：女性，男性，同性恋；按年龄段划分，婴儿/幼儿，儿童，青少年，少年，学生，y代人，x代人，婴儿潮时出生的一代(40-60岁)；按收入/经济划分，富裕消费者，贫困消费者，城里人，农民，工人，雅皮士，移民；

消费者休闲娱乐方式

- 影院和影片：电影院，每人每年前往电影院次数，票房收入，电影院上座率；参观各种博物馆的人数；新闻业趋势

健康

- 死亡原因：因疾病死亡（慢性肝病及肝硬化、循环系统，消化系统，因心脏、恶性肿瘤等）；交通事故死亡，伤害和中毒，自杀和自残
- 口腔卫生
- 卫生开支
- 婴儿死亡数量，婴儿死亡率
- 传染病
- 平均寿命与健康平均寿命
- 医疗服务（普通科医生会诊，牙医，医生，医院收治，医院和诊所等数量）
- 营养（蔬菜，蛋白质，脂肪等）
- 肥胖
- 吸烟
- 水和卫生设施



C&C—Consumer trends and lifestyle—续（报告，消费生活方式）

The screenshot shows the Euromonitor International Passport GMID website. The main article is titled "Consumer Lifestyle" and "China's grey population". The article discusses the demographic changes in China, including the aging population and the impact of the one-child policy. The text mentions that China has undergone a transition from a young population to an aging one, with a significant increase in the number of elderly people. It also discusses the challenges of supporting an aging population, such as the lack of a comprehensive pension system and the need for more social services.

消费大趋势

人口

- 人口变化
- 按性别，婚姻状态，乡村/城市划分人口趋势

消费者细分

- 婴儿
- 儿童
- 青少年
- 学生
- 20-30岁
- 30-40岁
- 中年人
- 拿退休金的老人

家庭结构分析

收入情况分析

消费支出模式分析（食品和非酒精饮料、烟酒、服装、住房、家庭用品、医疗、交通、通信、休闲娱乐、教育、住宿、金融、个人护理、养老金）



C&C—Consumer trends and lifestyle—续 (报告, 消费细分和新兴消费趋势)

The image displays two screenshots of the Euromonitor International Passport GMID website, showing report titles circled in red.

Top Screenshot: The report title "Generation Y: Marketing to the Young Ones (18-26s)" is circled in red. The page shows the "EXECUTIVE SUMMARY" section with a "Drivers" sub-section. The text under "Drivers" states: "Generation Y (currently aged 18-26) are typically the children of affluent baby boomers, the large cohort born immediately following World War II. Now entering their student years or embarking on a professional career, this generation encompasses a diverse range of young people."

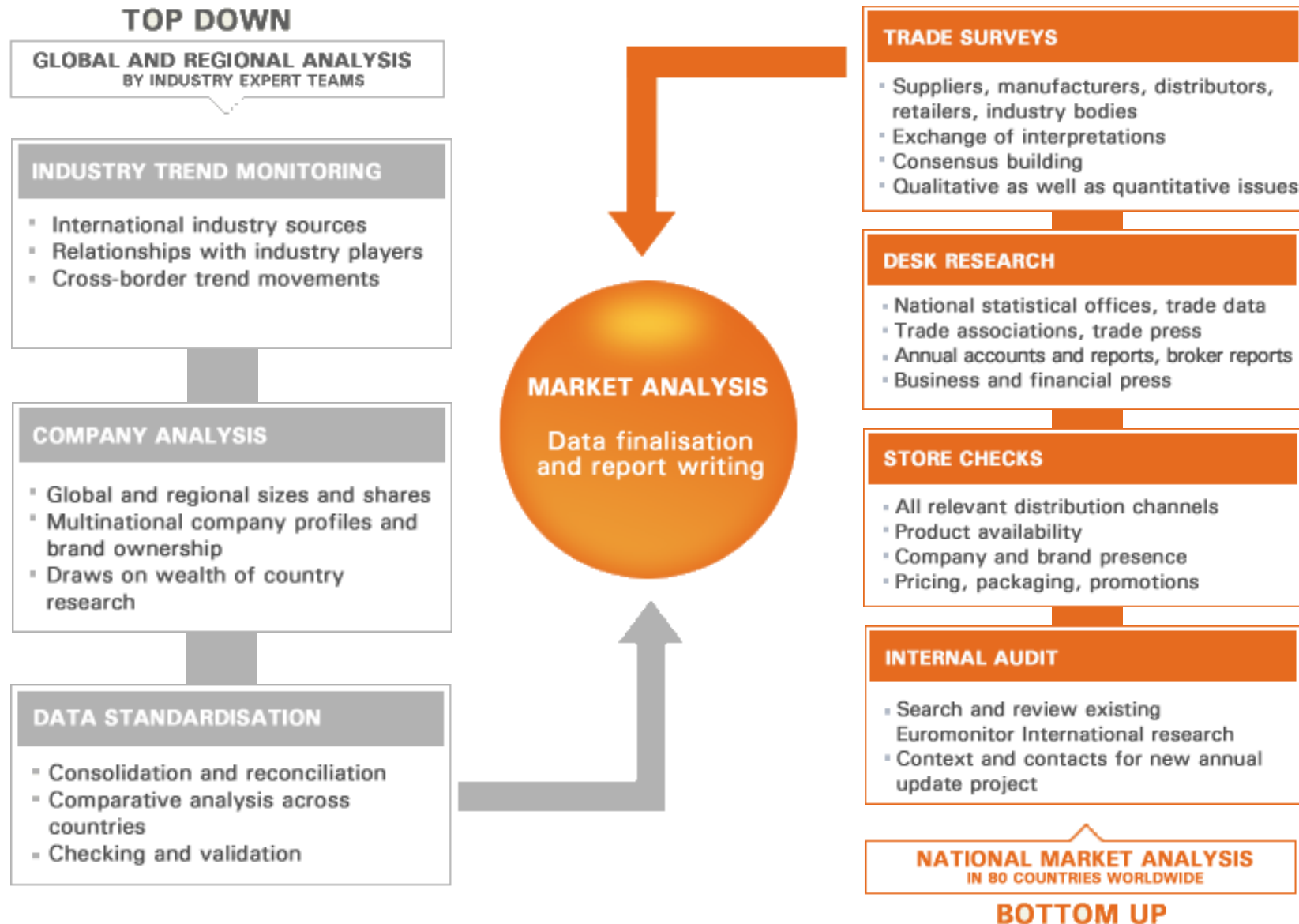
Bottom Screenshot: The report title "The Pursuit of Pink Money: Gay and Lesbian Spending Patterns" is circled in red. The page shows the "EXECUTIVE SUMMARY" section with a "Demand Factors" sub-section. The text under "Demand Factors" states: "While gay liberation in North America and Western Europe has put gay lifestyles on the agenda since the 1960s, gay marketing is a relatively recent phenomenon. It has been practised in the US since the mid-1990s, but is a much newer concept in Europe and Australia."



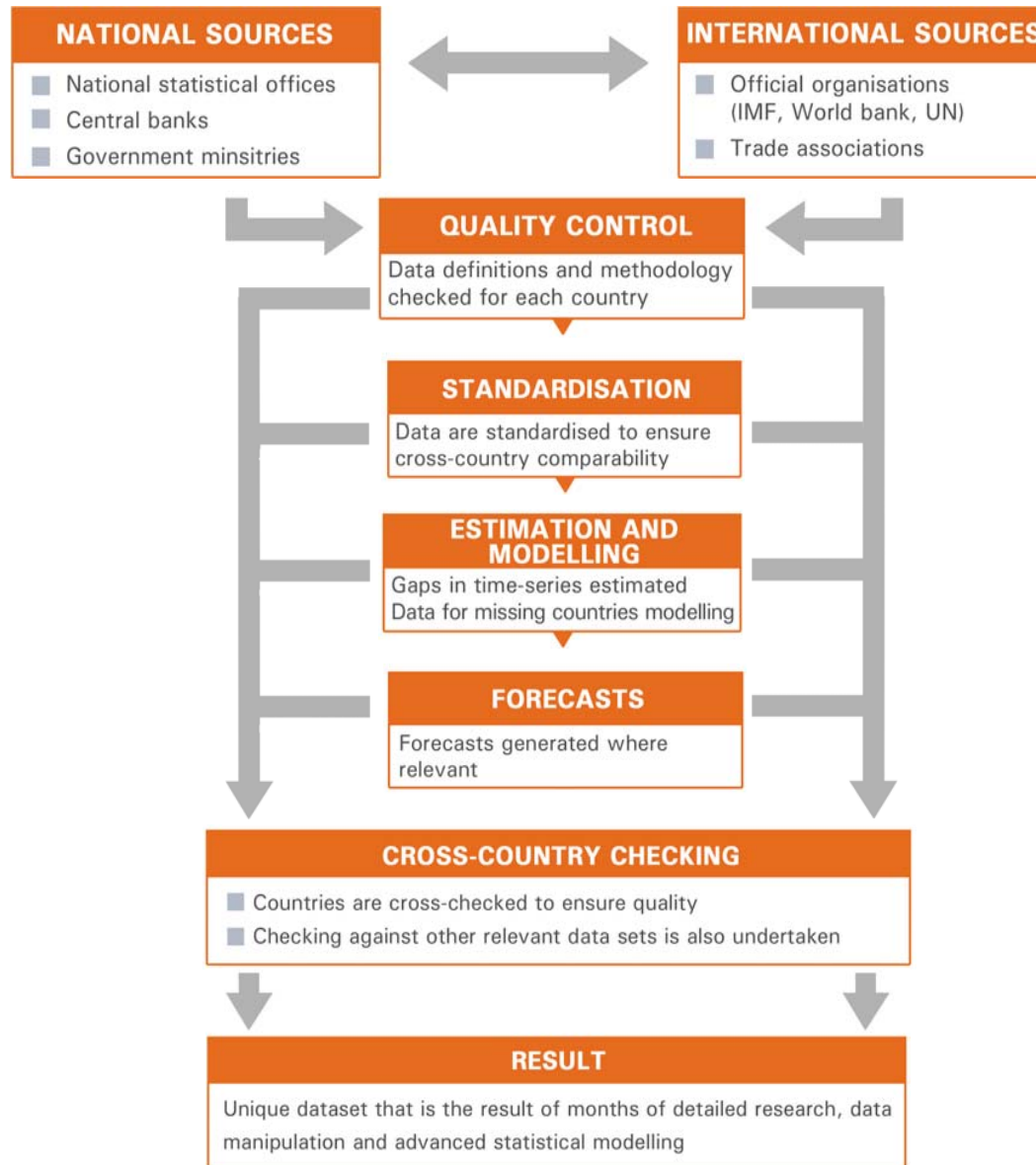
研究方法



行业调研方法



国家和消费者—调研方法



Let us start with some fun facts...

- 2009年全球立式冰箱市场上哪个公司的市场占有率最大？

Euromonitor International - Passport

Passport

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Industries

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Statistics Comment

Return to original data

STATISTICS TYPES

CONVERT DATA

Share type

Unit type

CHANGE SELECTIONS

Change Time Series

Change Categories

Change Geographies

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EUROMONITOR INTERNATIONAL

Enter search term here

More text search options

MY PAGES HELP

Company Shares (by Global Brand Owner) • Retail Volume • % breakdown

Key: Related Reports Related Comment Chart for this Row

2001 2002 2003 2004 2005 2006 2007 2008 2009

World

Freestanding Refrigeration Appliances

		2001	2002	2003	2004	2005	2006	2007	2008	2009
<input type="checkbox"/>	Haier Group	3.7	4.2	3.8	4.4	4.8	5.7	7.7	8.3	10.7
<input type="checkbox"/>	Whirlpool Corp	9.9	9.7	9.0	9.1	8.9	10.5	10.3	9.8	9.5
<input type="checkbox"/>	Electrolux AB	9.7	9.6	8.9	9.0	8.5	8.3	8.1	8.2	8.1
<input type="checkbox"/>	LG Group	3.1	3.4	3.5	4.0	4.5	5.3	5.7	5.9	6.1
<input type="checkbox"/>	Samsung Corp	3.1	3.1	3.0	3.2	3.4	3.7	3.8	4.0	4.3
<input type="checkbox"/>	Bosch & Siemens Hausgeräte GmbH	4.1	4.2	4.2	4.2	4.0	4.2	4.0	4.0	3.6
<input type="checkbox"/>	Hisense Kelon Electrical Appliance Co Ltd	-	-	-	-	-	2.4	2.8	2.8	3.1
<input type="checkbox"/>	General Electric Co (GE)	4.6	4.8	4.7	4.4	4.2	3.8	3.5	3.3	3.0
<input type="checkbox"/>	Henan Xinfei Electric Appliance Co Ltd	1.0	1.2	1.4	1.6	1.8	2.0	2.2	2.6	3.0
<input type="checkbox"/>	GD Midea Holding Co Ltd	-	-	-	-	0.6	1.2	1.8	2.3	2.5



中国市场又是如何呢？

http://www.portal.euromonitor.com/Portal/Statistics.aspx

Euromonitor International - Statistics

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Industries

Statistics Comment

Return to original data

Brand Shares (by Global Brand Name) & Retail Volume & % breakdown

Euromonitor International - Passport GMID

Passport GMID

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Results

Comment

COMMENT

Filters

Xinfei offers potentially unique entry to high growth market

Xinfei offers potentially unique entry to high growth market

23 Nov 2009

Rumours are circulating that Hong Leong Asia is interested in selling its 90% stake in **Xinfei**, the Chinese appliance player. Euromonitor International considers its impact on the competitive landscape based on its latest 2009 research.

Potential suitors constrained by mature demand at home

Xinfei operates virtually exclusively in the refrigeration category within consumer appliances. Any acquisition would buy directly into the fastest growth category globally within major appliances. This compares to the developed regions of Western Europe and North America which saw actual sell-out unit volume declines in 2009, a result of widespread recession, unfavourable real estate and sliding consumer spending.

Leading international players such as Whirlpool Corp and Electrolux AB, both of whom have relied on sales in developed regions, inevitably encountered shrinking demand. In 2009 Whirlpool generated 57% of unit volume sales in North America and Western Europe combined, with Electrolux even more reliant at 59%.

Any deal has the potential to significantly affect global rankings and give the buyer access to an appliance success story - China.

Regional Refrigeration Growth in Unit Volumes - 2003-2014

Region

90,000
80,000
70,000
60,000
50,000
40,000

tion sell-out - 000's units

Western Europe
Eastern Europe
North America
Latin America

2008

27.9
9.9
6.4
6.4
5.9
4.7
3.4
3.2
2.0
2.2

Done

Local Intranet

Double click to change security settings



Let us start with some fun facts...

- 中国2009年，在年收入高于10万美金的人口，哪段年龄的人口数最多？

Euromonitor International - Passport

Passport

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Countries & Consumers

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Statistics

Euromonitor International - Passport

Passport

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Countries & Consumers

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Statistics

STATISTICS TYPES

CONVERT DATA

Unit multiplier

Growth

CHANGE SELECTIONS

Change Time Series

Change Categories

Change Geographies

Historic • '000

Key: Related Reports Related Comment Chart for this Row

		2004	2005	2006	2007	2008	2009
China							
<input type="checkbox"/>	Population with Income of US\$100,001+: 15-19 Year Olds	-	0.0	0.1	0.2	0.5	0.7
<input type="checkbox"/>	Population with Income of US\$100,001+: 20-24 Year Olds	-	3.6	7.4	14.3	30.3	43.2
<input type="checkbox"/>	Population with Income of US\$100,001+: 25-29 Year Olds	-	7.3	12.1	22.2	42.5	54.3
<input type="checkbox"/>	Population with Income of US\$100,001+: 30-34 Year Olds	-	17.7	25.2	36.0	56.9	65.7
<input type="checkbox"/>	Population with Income of US\$100,001+: 35-39 Year Olds	-	66.0	83.3	111.4	148.8	160.9
<input type="checkbox"/>	Population with Income of US\$100,001+: 40-44 Year Olds	-	219.7	276.3	324.9	390.5	417.1
<input type="checkbox"/>	Population with Income of US\$100,001+: 45-49 Year Olds	-	196.5	205.4	235.3	311.0	356.5
<input type="checkbox"/>	Population with Income of US\$100,001+: 50-54 Year Olds	-	92.2	111.9	137.9	174.4	179.2
<input type="checkbox"/>	Population with Income of US\$100,001+: 55-59 Year Olds	-	21.2	28.0	38.2	54.7	64.8
<input type="checkbox"/>	Population with Income of US\$100,001+: 60-64 Year Olds	-	6.5	8.5	11.5	16.6	19.7
<input type="checkbox"/>	Population with Income of US\$100,001+: 65+ Year Olds	-	14.5	18.0	22.6	29.5	33.1

Region definitions | Calculation variables



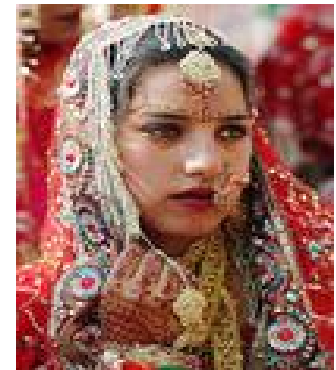
Let us start with some fun facts...

- 在亚洲所有国家当中，哪个国家的女孩首次结婚最早呢？

Historic

Key: [Related Reports](#) [Related Comment](#) [Chart for this Row](#)

	2004	2005	2006	2007	2008	2009
Average Age of Women at First Marriage						
Azerbaijan - years	23.3	23.4	23.3	23.3	23.8	24.0
China - years	23.3	23.3	23.5	23.5	23.6	23.7
Hong Kong, China - years	28.3	28.5	28.7	28.8	28.9	28.9
India - years	19.0	18.9	18.9	18.9	18.9	18.9
Indonesia - years	19.6	19.6	19.7	19.7	19.8	19.8
Japan - years	27.6	28.0	28.2	28.3	28.3	28.4
Kazakhstan - years	24.0	24.1	24.2	24.3	24.4	24.4
Malaysia - years	27.4	-	-	-	-	-
Pakistan - years	22.4	22.5	22.7	22.8	22.9	23.0
Philippines - years	23.6	23.6	23.6	23.5	23.5	23.5
Singapore - years	26.7	26.9	27.0	27.2	27.3	27.4
South Korea - years	27.3	27.5	27.7	27.9	28.0	28.2
Taiwan - years	26.8	26.8	26.9	26.9	26.9	27.0
Thailand - years	24.5	24.5	24.5	24.6	24.6	24.6
Turkmenistan - years	23.4	23.3	23.3	23.3	23.4	23.4
Uzbekistan - years	22.1	22.2	22.4	22.6	22.7	22.8
Vietnam - years	21.4	21.4	21.5	21.6	21.6	21.7



Let us start some applications



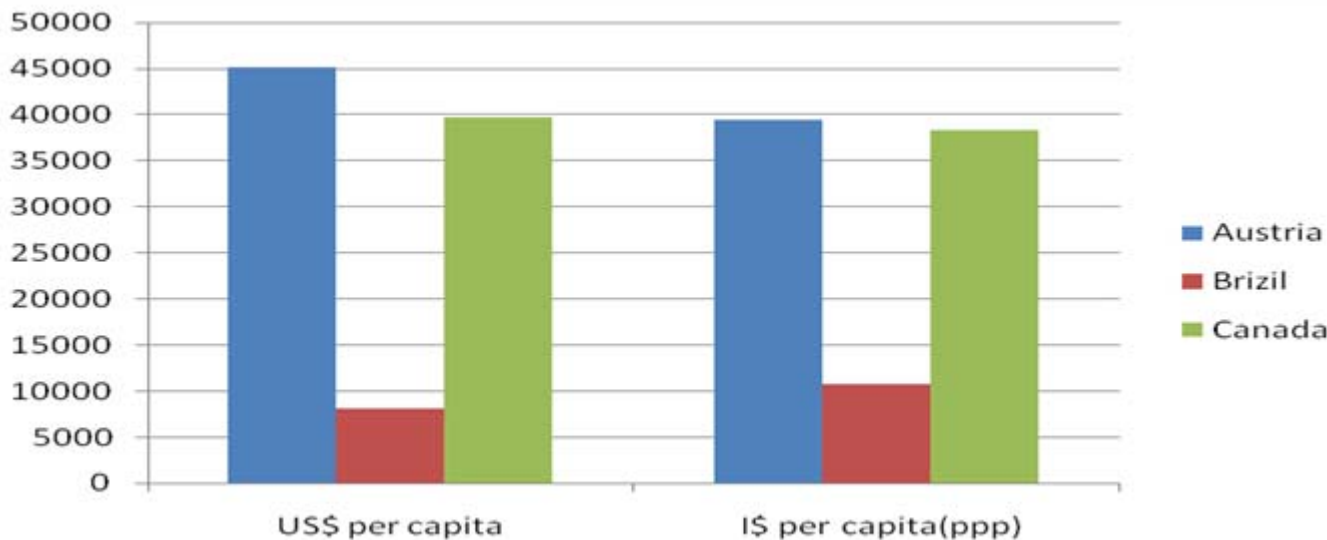
C&C-GDP In Australia, Brizil , Canada

Market Sizes • Historic • Value at Current Prices

Key: Related Reports Related Comment Chart for this Row

		2004	2005	2006	2007	2008	2009
Australia							
	Total GDP - A\$ mn	894,921.0	966,153.0	1,042,160.0	1,133,620.0	1,242,240.0	1,262,811.8
	GDP Measured at Purchasing Power Parity - mn international \$	654,660.6	696,075.6	742,279.2	798,323.9	837,653.4	859,055.6
Brazil							
	Total GDP - R\$ mn	1,941,498.0	2,147,238.0	2,369,797.0	2,661,344.0	3,004,881.0	3,153,510.7
	GDP Measured at Purchasing Power Parity - mn international \$	1,494,609.7	1,584,677.5	1,701,218.2	1,894,195.0	2,063,791.9	2,087,035.6
Canada							
	Total GDP - C\$ mn	1,290,180.0	1,368,730.0	1,439,290.0	1,531,430.0	1,602,470.0	1,524,052.6
	GDP Measured at Purchasing Power Parity - mn international \$	1,065,384.0	1,127,454.7	1,194,431.5	1,266,691.5	1,302,821.1	1,288,294.7

Category definitions | Calculation variables



举例：GDP相关数据来源（多个来源）

- 1.Total GDP:
Euromonitor
International from
International Monetary
Fund (IMF),
International Financial
Statistics
- 2.Real GDP Growth:
Euromonitor
International from
International Monetary
Fund (IMF),
International Financial
Statistics and World
Economic
Outlook/UN/national
statistics



C&C –Exports of Netherland

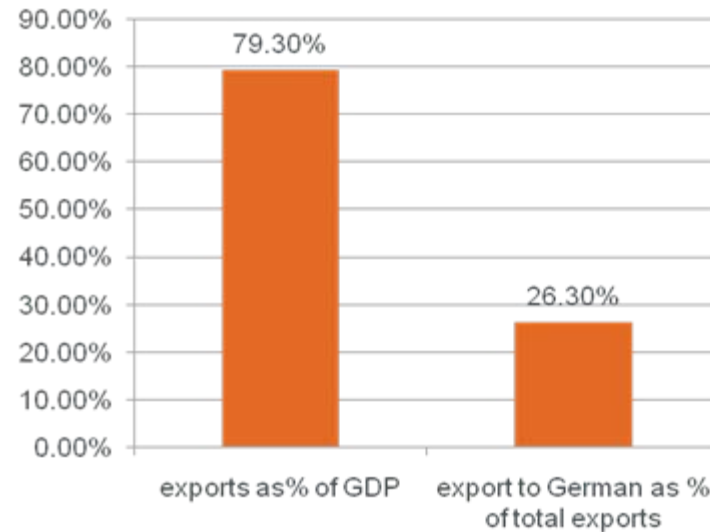
- 出口总额占GDP的79.3%
- 出口到德国，占全部出口的26.3%
- 向德国出口量每增加10%，GDP将随之增长2%。
- 2008年荷兰经济GDP增长2%，2009年出口德国的贸易总额量减少了15%，2009年荷兰GDP增长率为-4.0

		2004	2005	2006	2007	2008	2009
Netherlands							
Total GDP - € mn		491,184.0	513,407.0	540,216.0	568,664.0	595,883.0	569,402.0
Exports of Goods and Services - € mn		326,111.0	357,453.0	393,475.0	425,319.0	456,999.0	451,816.1
Exports (fob) to Germany - US\$ mn		79,862.7	87,029.5	102,001.7	115,408.2	138,905.3	118,689.1

Category definitions | Calculation variables

Sources:
 1. Exports (fob) to Germany: International Monetary Fund (IMF), Direction of Trade Statistics
 2. Exports of Goods and Services: International Monetary Fund (IMF), International Financial Statistics
 3. Total GDP: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

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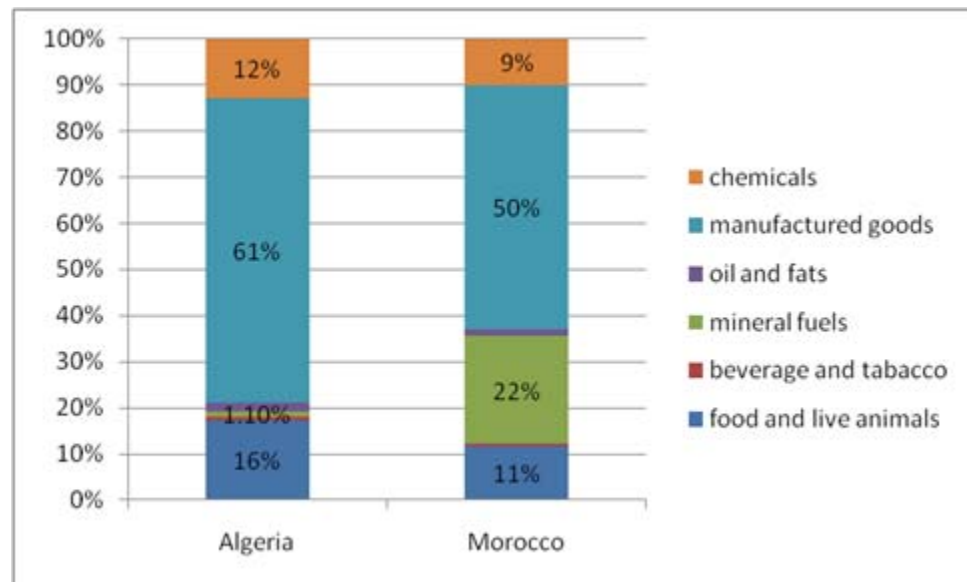


C&C –Imports of Algeria ,Morocco

	Imports	17,954.0	19,857.0	21,010.0	27,439.0	39,156.0	34,544.0
Imports (cif) of Food and Live Animals, SITC Classification 0		3,489.5	3,438.0	3,542.9	4,760.7	6,522.5	5,746.7
Imports (cif) of Beverages and Tobacco, SITC Classification 1		34.3	57.4	96.4	149.1	258.7	232.5
Imports (cif) of Crude Materials Exc. Fuels, SITC Classification 2		451.5	487.4	588.6	809.1	1,211.5	1,076.1
Imports (cif) of Mineral Fuels, SITC Classification 3		164.3	194.5	234.3	300.5	452.5	401.2
Imports (cif) of Oils and Fats, SITC Classification 4		372.9	311.6	374.8	506.2	692.3	613.0
Imports (cif) of Chemicals, SITC Classification 5		2,150.4	2,373.4	2,527.1	3,221.2	4,566.4	4,025.2
Imports (cif) of Basic Manufactures, SITC Classification 6		3,071.6	3,407.6	4,742.3	6,030.2	9,242.1	8,227.7
Imports (cif) of Machinery and Transport Equipment, SITC Classification 7		7,348.1	8,541.3	7,887.6	10,412.2	14,471.8	12,697.5
Imports (cif) of Miscellaneous Manufactured Goods, SITC Classification 8		871.0	1,045.0	1,014.6	1,234.9	1,716.7	1,504.4

□两个国家都非常依赖于制造业产品进口，表明这两个国家的制造业都相对薄弱。

□阿尔及利亚非常依赖食品进口，而摩洛哥非常依赖燃料进口，都是必需品，在经济危机中也很难减少进口。



C&C –Government spending

□各个国家不同的政府开支，表现出各个国家对不同方面的关注程度—公共设施、国防、医疗卫生、社会安全和福利，经济服务、房屋社区建设。

□2009年，G20集团中，国防开支占政府开支最高的是沙特阿拉伯 占68%，其次是美国，20%。

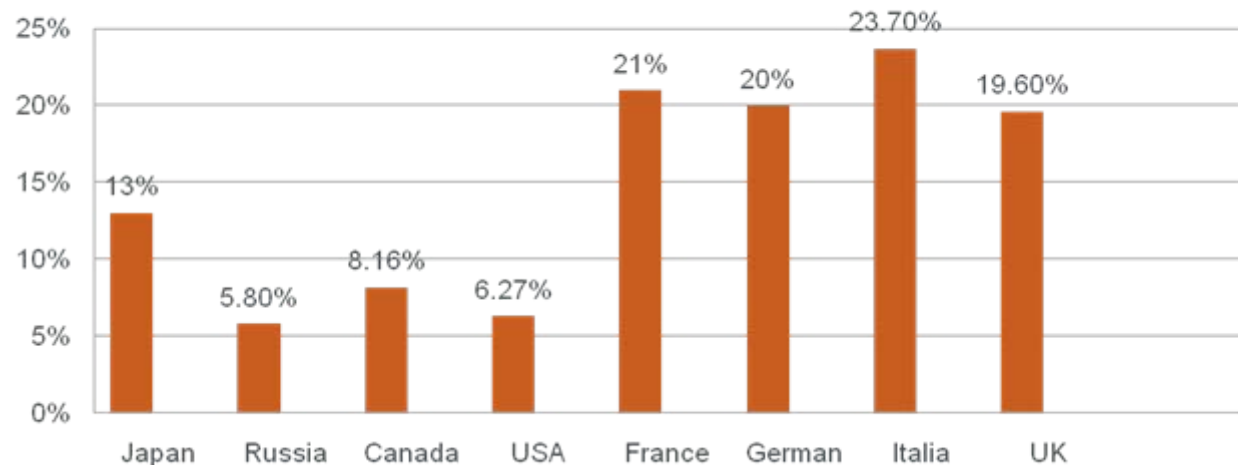
Market Sizes • Historic • US\$ mn • Fixed 2009 Exchange Rates • Value at Current Prices

Key: [Related Reports](#) [Related Comment](#) [Chart for this Row](#)

		2004	2005	2006	2007	2008	2009
Total GDP							
<input type="checkbox"/>	Japan	5,328,708.3	5,365,130.3	5,425,335.0	5,512,545.3	5,401,246.5	5,078,441.2
<input type="checkbox"/>	Russia	536,755.1	680,868.4	847,048.5	1,042,502.1	1,311,905.8	1,210,098.9
<input type="checkbox"/>	Canada	1,131,469.4	1,200,356.7	1,262,236.8	1,343,042.2	1,405,343.3	1,336,572.3
<input type="checkbox"/>	USA	11,867,700.0	12,638,400.0	13,398,900.0	14,077,600.0	14,441,400.0	14,299,909.4
<input type="checkbox"/>	France	2,306,695.5	2,398,231.2	2,509,904.0	2,632,467.1	2,708,477.3	2,660,654.9
<input type="checkbox"/>	Germany	3,071,892.6	3,115,381.8	3,230,565.6	3,373,815.9	3,467,741.5	3,311,013.7
<input type="checkbox"/>	Italy	1,933,435.0	1,986,162.6	2,063,829.0	2,146,552.7	2,184,522.9	2,118,629.2
<input type="checkbox"/>	United Kingdom	1,876,051.5	1,955,746.8	2,067,623.2	2,181,604.9	2,258,817.4	2,176,266.1
Government Expenditure on Social Security and Welfare							
<input type="checkbox"/>	Japan	636,850.6	648,012.6	659,040.3	670,964.6	683,374.3	661,348.0
<input type="checkbox"/>	Russia	43,470.9	48,905.2	56,313.5	69,994.2	80,010.9	69,650.8
<input type="checkbox"/>	Canada	95,267.0	99,976.4	104,063.1	109,903.8	114,268.4	109,149.8
<input type="checkbox"/>	USA	760,600.0	805,000.0	842,800.0	881,500.0	913,733.2	897,402.5
<input type="checkbox"/>	France	496,271.3	516,305.5	539,510.4	563,197.4	582,880.8	576,127.2
<input type="checkbox"/>	Germany	676,097.0	690,922.3	687,129.1	687,115.2	689,134.4	671,519.5
<input type="checkbox"/>	Italy	432,627.1	443,641.1	464,033.8	492,173.9	512,208.1	502,372.3
<input type="checkbox"/>	United Kingdom	384,136.5	399,464.8	411,285.5	429,009.9	440,031.3	425,948.9

Category definitions | Calculation variables

Social spending as % of GDP



C&C—Energy intensity

Energy Intensity

Indicates the value of gross domestic product produced per tonne of oil equivalent of energy consumed.

Report GMID

EUROMONITOR INTERNATIONAL

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WELFARE & CONSUMERS COMPANIES GEOGRAPHIES

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Welcome, Huan Huang

Historic • US\$ per tonne of energy consumed

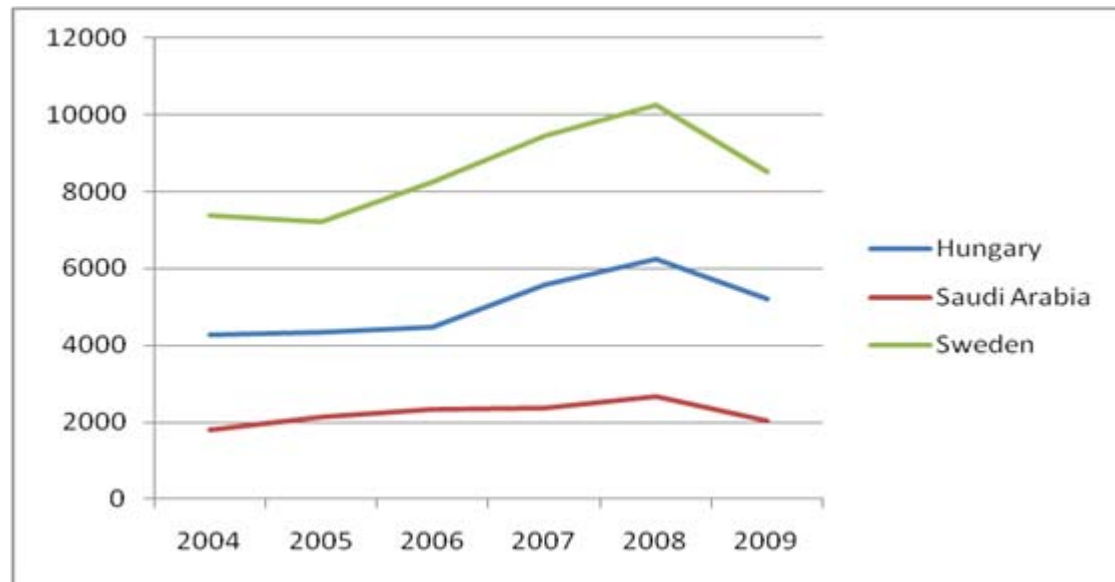
Key: Related Reports Related Comment Chart for this Row

	2004	2005	2006	2007	2008	2009
Energy Intensity						
<input type="checkbox"/> u Hungary	4,272.9	4,327.9	4,486.7	5,581.8	6,232.2	5,213.2
<input type="checkbox"/> u Saudi Arabia	1,806.4	2,145.3	2,321.9	2,355.4	2,686.6	2,042.4
<input type="checkbox"/> u Sweden	7,387.9	7,201.8	8,238.9	9,450.6	10,245.9	8,530.4

Category definitions | Calculation variables

Sources:
1. Energy Intensity: Euromonitor International from national statistics

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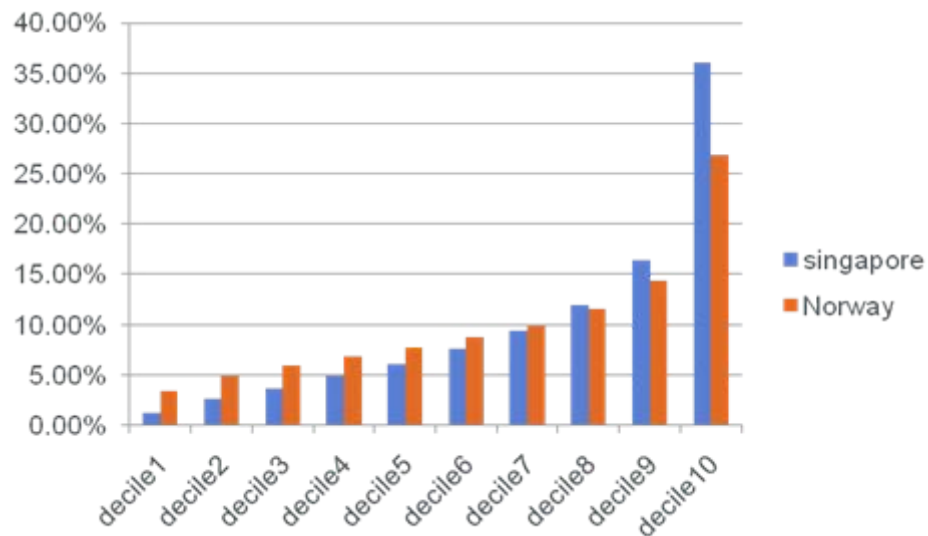


C&C-- Income distribution of households in singapore and Norway

□ 把全国的收入分为10个等次，图表中的数据呈现的是：在各个等次总收入占全国家庭收入的百分比

□ 新加坡和挪威的基尼指数分别是：47.9%，35.2%

Historic • %		2004	2005	2006	2007	2008	2009
Singapore							
□	% of Household Annual Disposable Income by Decile: Decile 1	1.4	1.3	1.3	1.3	1.3	1.2
□	% of Household Annual Disposable Income by Decile: Decile 2	2.8	2.8	2.7	2.7	2.6	2.6
□	% of Household Annual Disposable Income by Decile: Decile 3	4.0	3.9	3.8	3.8	3.8	3.7
□	% of Household Annual Disposable Income by Decile: Decile 4	5.1	5.0	5.0	4.9	4.9	4.9
□	% of Household Annual Disposable Income by Decile: Decile 5	6.3	6.3	6.2	6.2	6.2	6.1
□	% of Household Annual Disposable Income by Decile: Decile 6	7.8	7.7	7.7	7.6	7.6	7.6
□	% of Household Annual Disposable Income by Decile: Decile 7	9.5	9.5	9.5	9.5	9.4	9.4
□	% of Household Annual Disposable Income by Decile: Decile 8	12.0	12.0	12.0	12.0	12.0	12.0
□	% of Household Annual Disposable Income by Decile: Decile 9	16.3	16.3	16.4	16.4	16.4	16.4
□	% of Household Annual Disposable Income by Decile: Decile 10	34.8	35.3	35.4	35.7	35.9	36.1
□	Gini Index	46.3	46.8	47.2	47.5	47.7	47.9



Industry –Consumer Appliance

Consumer Appliances



Major Appliances



Small Appliances

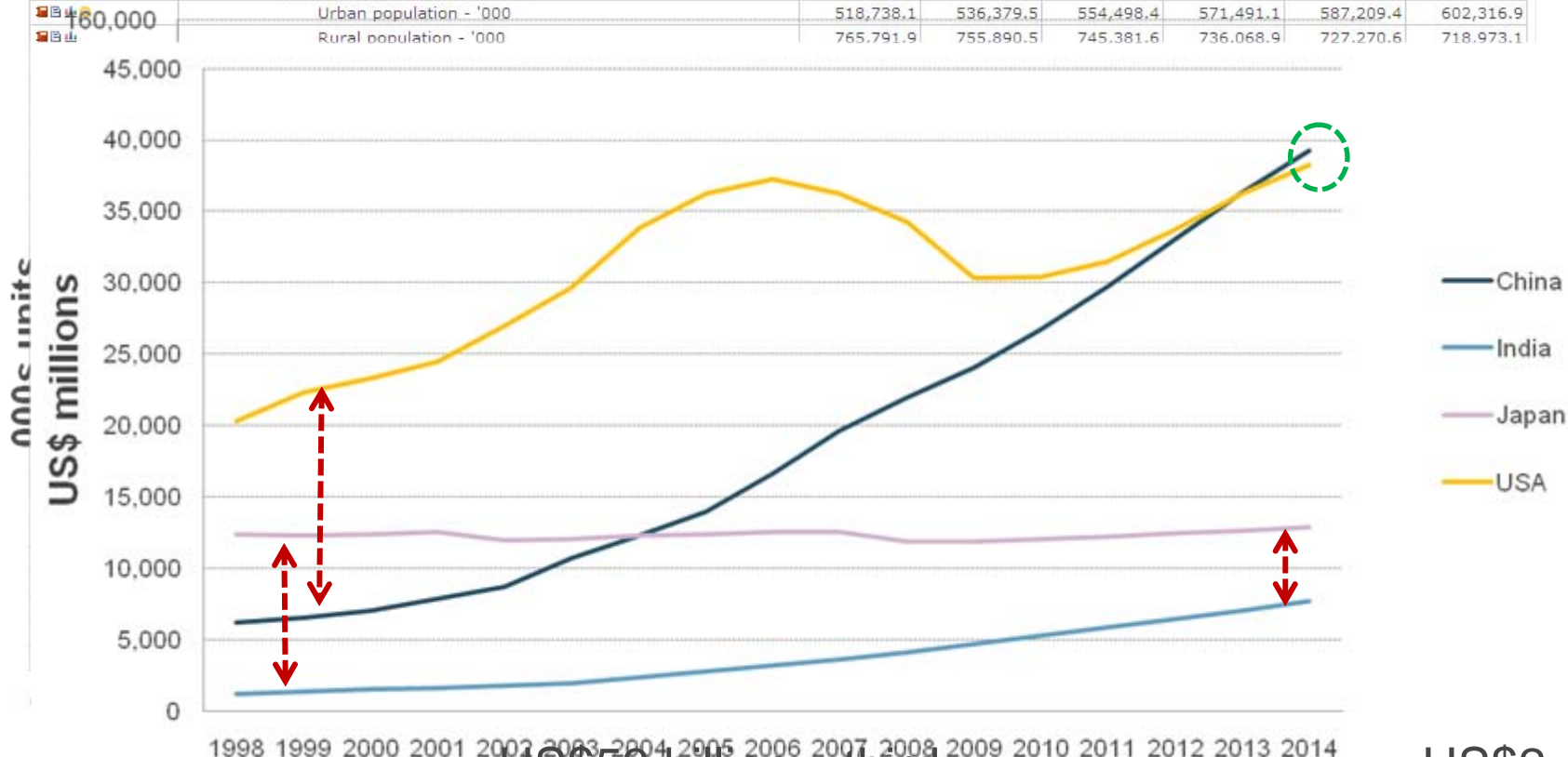


The New World Order – Major Appliances

Historic • Fixed 2008 Exchange Rates • Value at Current Prices
 Key: Related to the development of urban centres, increases in GDP per capita and increased possession rate in China and India are driving sales beyond the key developed appliances markets globally

	2006	2007	2008
China			
Population size - '000	1,312,764	1,345,469	1,370,514
GDP - '000	15,416.9	19,761.4	26,611.4
Mergers & acquisitions: purchases - US\$ mn	1,961.3	1,340.2	6,225.3
Real GDP growth - % growth	10.0	10.1	10.4
New dwellings completed - '000	3,931.5	3,887.4	3,859.2
Urban population - '000	518,738.1	536,379.5	554,498.4
Rural population - '000	765,791.9	755,890.5	745,381.6

The population size is a fundamental driver of appliance growth in these two markets. However the question is when will value overtake in these two markets. Over the medium term?



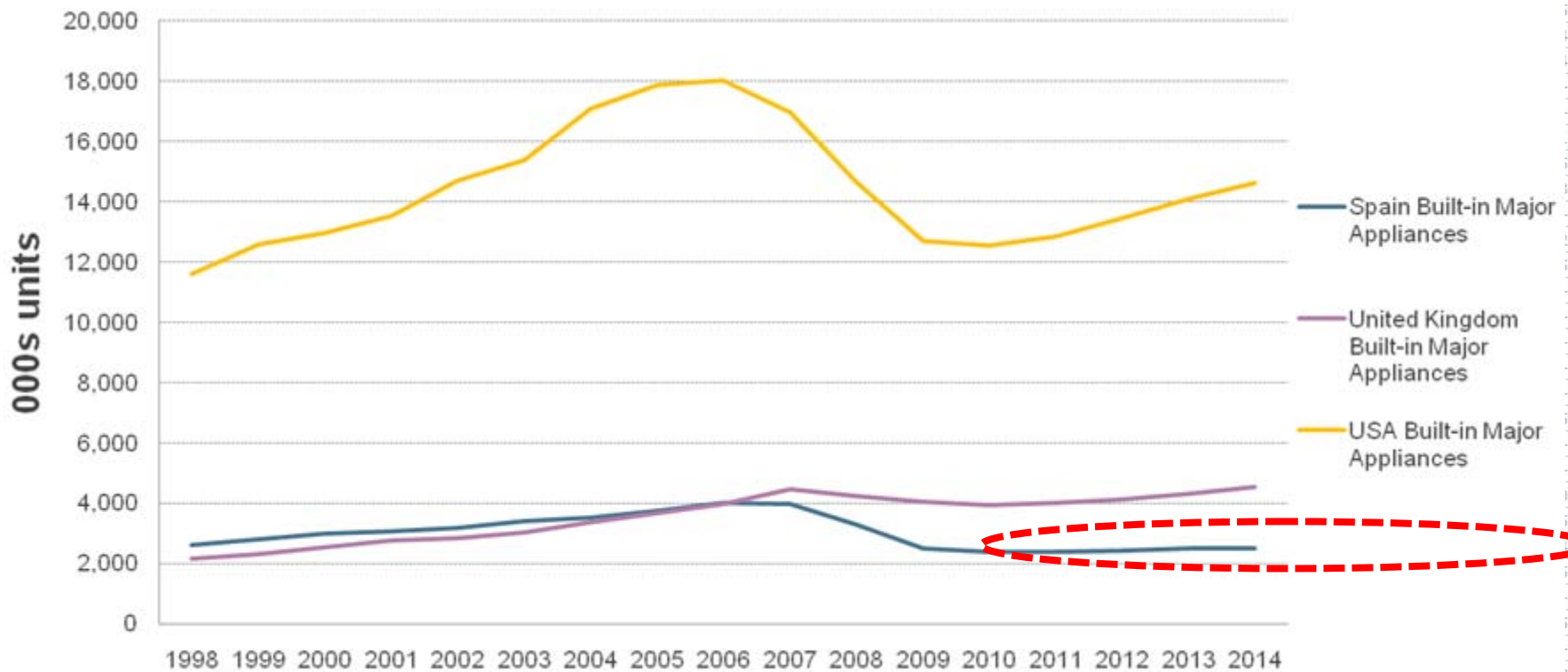
M&A spend in China in 2008 was US\$53 billion, a third of the US. However, this is up from US\$2 billion and an 80th of the US spend in 2003.



Construction and Built-in Appliances

New dwellings slowdown in developed markets heavily impacted sales of built-in appliances. In emerging markets where construction sales are less important and built-in appliances are not nearly as popular, appliance manufacturers were not as adversely affected.

Spain, US and UK are three key new dwellings markets where both construction companies and built-in appliance manufacturers were severely impacted over 2009. Medium term prospects for both are relatively weak.



China's household profile driving Small Appliances

- Household profiles play a key role in shaping appliance demand as well as design. Basic metrics from number of people, to ownership type, to national preferences for gas or electricity are all factors in designing and marketing the right type of appliance

Market Sizes • Historic/Forecast • Value at Current Prices

Key: Related Reports | Related Company | Chart Tools | Related Statistics | Related Brands | Related Cities | Related Countries | Related Products | Related Regions

Mapping global household size - Households are getting smaller

Smaller households will drive individual purchases of household items which are regarded as basic requirements in a modern Chinese home. With fewer mouths to feed in any given household, appliances of convenience may also experience greater demand for example rice cookers, vegetable steamers and other kitchen appliances.

The average number of occupants per household varies across the globe with much smaller households in advanced regions compared to larger households in Africa and the Middle East or Asia Pacific. In the long-term, emerging markets will follow western trends of smaller households as the number of single person households rise and couples delay childbirth and have smaller families. Household size is an important indicator for businesses interested in targeting specific households/consumer groups.

Statistics

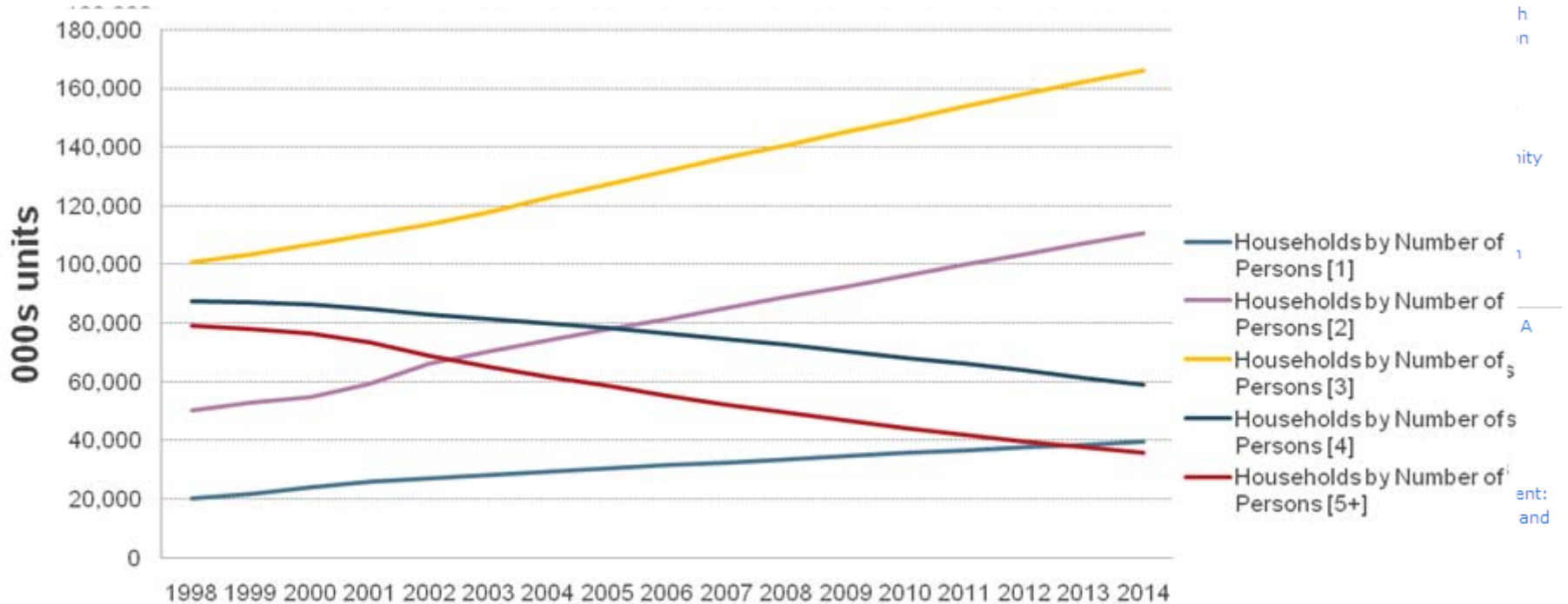
[View Related Statistics](#)

Industry Reports

[Global Domestic Electrical Appliances: Lessons from the Past - Economic Impact on Large Kitchen Appliances](#)

Comment

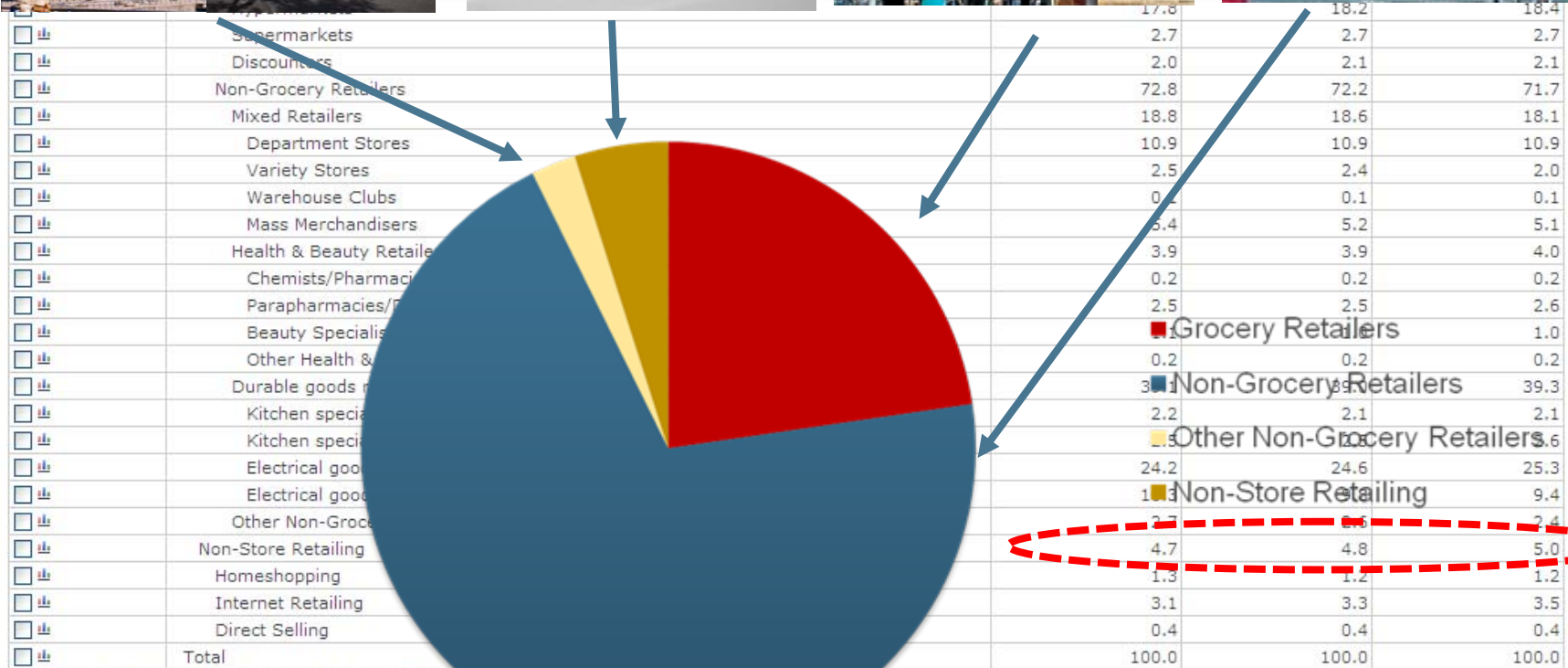
[Ready meals resilient to economic uncertainty](#)
[Xinfei offers potentially unique entry to high growth market](#)



For a full size image [click here](#)

[Future Demographic - Eastern Europe](#)
[Future Demographic - Latin America](#)

Consumer Appliances Channels



Category definitions | Distribution definitions | Calculations

Sources:

1. Consumer Appliances: Euromonitor from trade sources/national statistics



Most Affected Appliance Market in 2009?

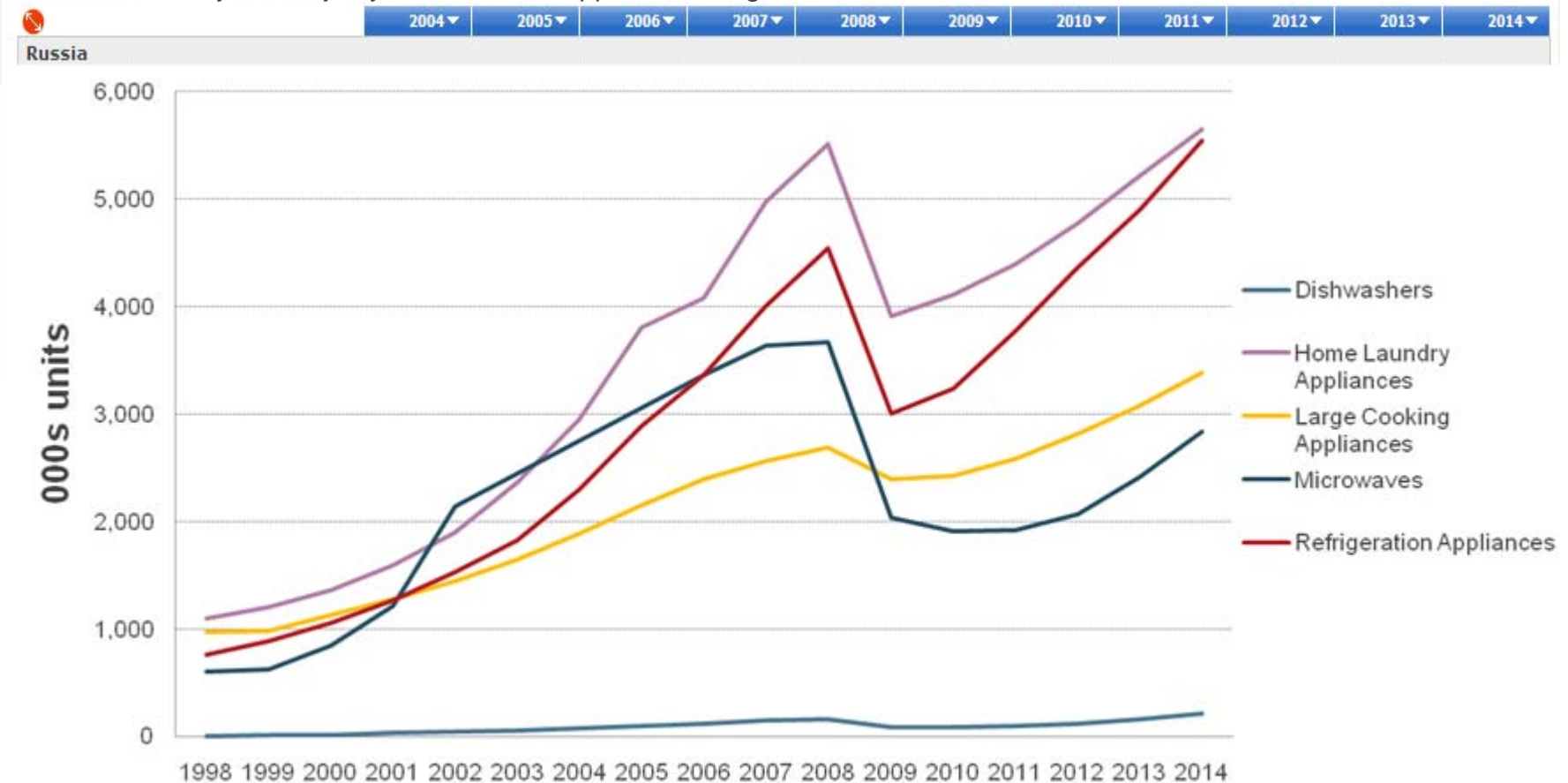
Russia - once a beacon of the BRIC's the sharp declines witnessed by the country over 2009 shows it is very susceptible to exogenous impacts.



Market Size • Historic/Forecast • Value at Current Prices

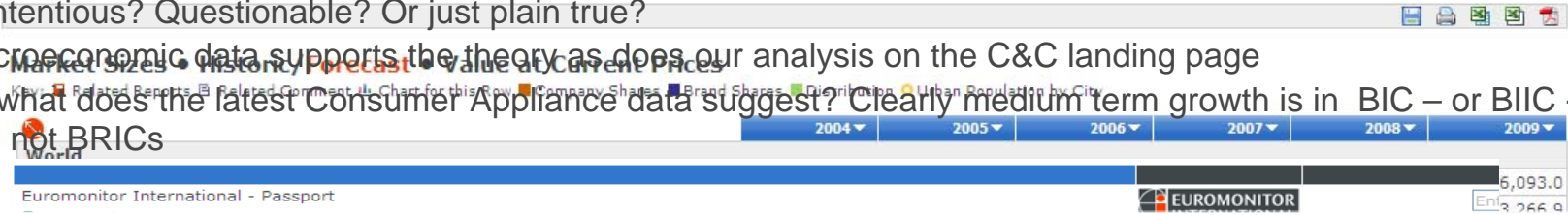
Key: Related Reports Related Comment Chart for this Row Company Shares Brand Shares Distribution

As retail outlets destocked heavily over 2009, unit price declines and discounting did relatively little to stop the slide witnessed by the majority of Consumer Appliance categories.

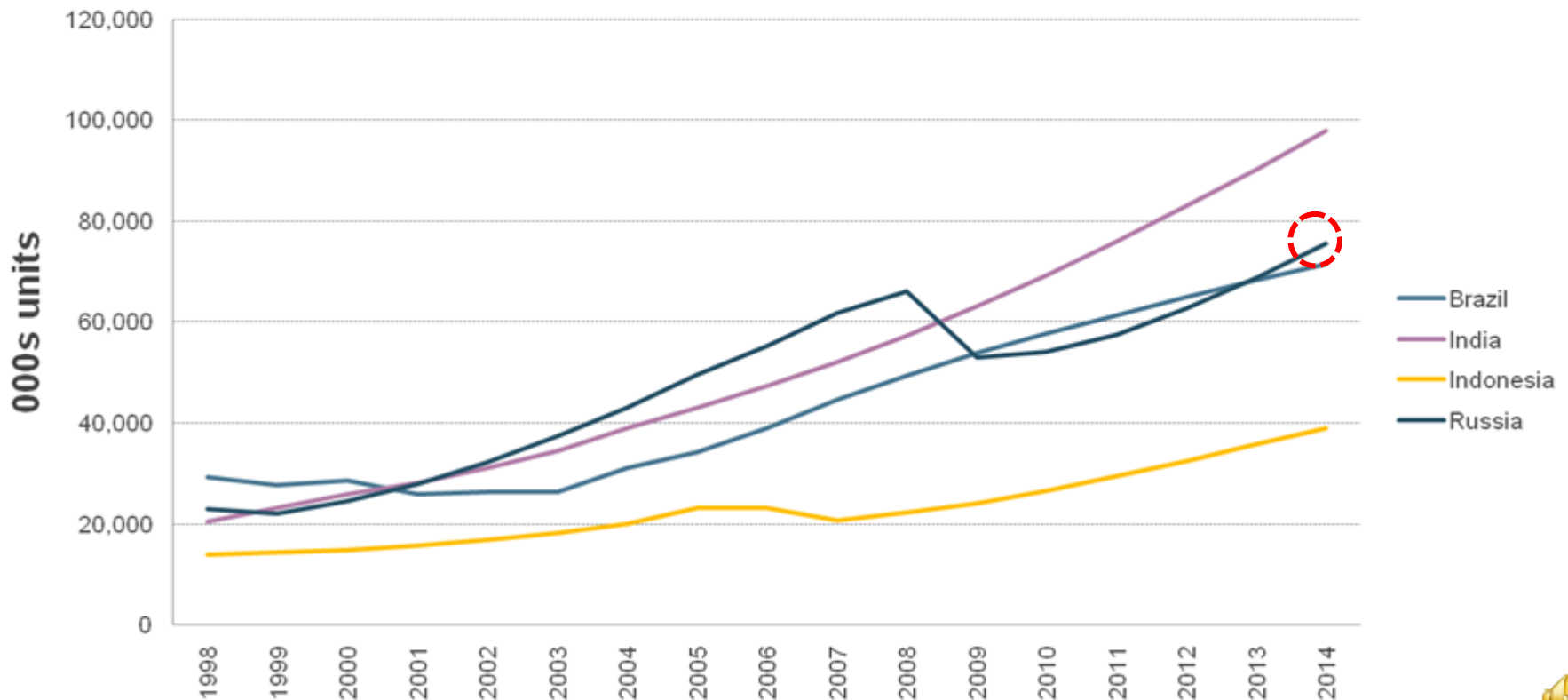


BRICs is Dead. Long Live the BICs!

- Contentious? Questionable? Or just plain true?
- Macroeconomic data supports the theory as does our analysis on the C&C landing page
- So what does the latest Consumer Appliance data suggest? Clearly medium term growth is in BIC – or BIIC – and not BRICs



Brazil, Russia, India & Indonesia – Consumer Appliances

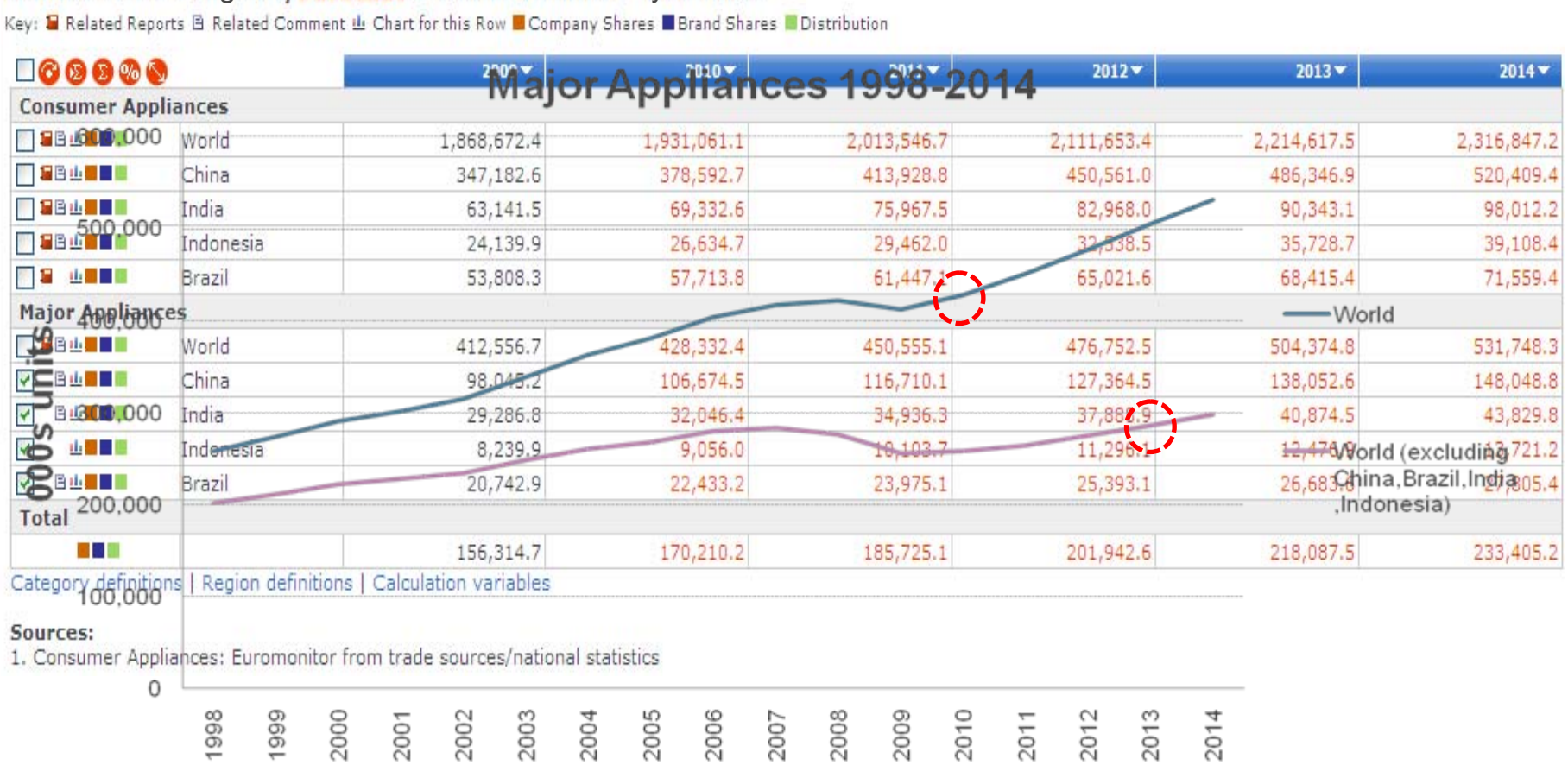


Mapping Recovery Time - Major Appliances

Major Appliances

Excluding the BIC's unit volumes will **NOT** recover to 2008 levels until **2013**

World (including BIC's) are above 2008 level by **2010**



Sources:
1. Consumer Appliances: Euromonitor from trade sources/national statistics



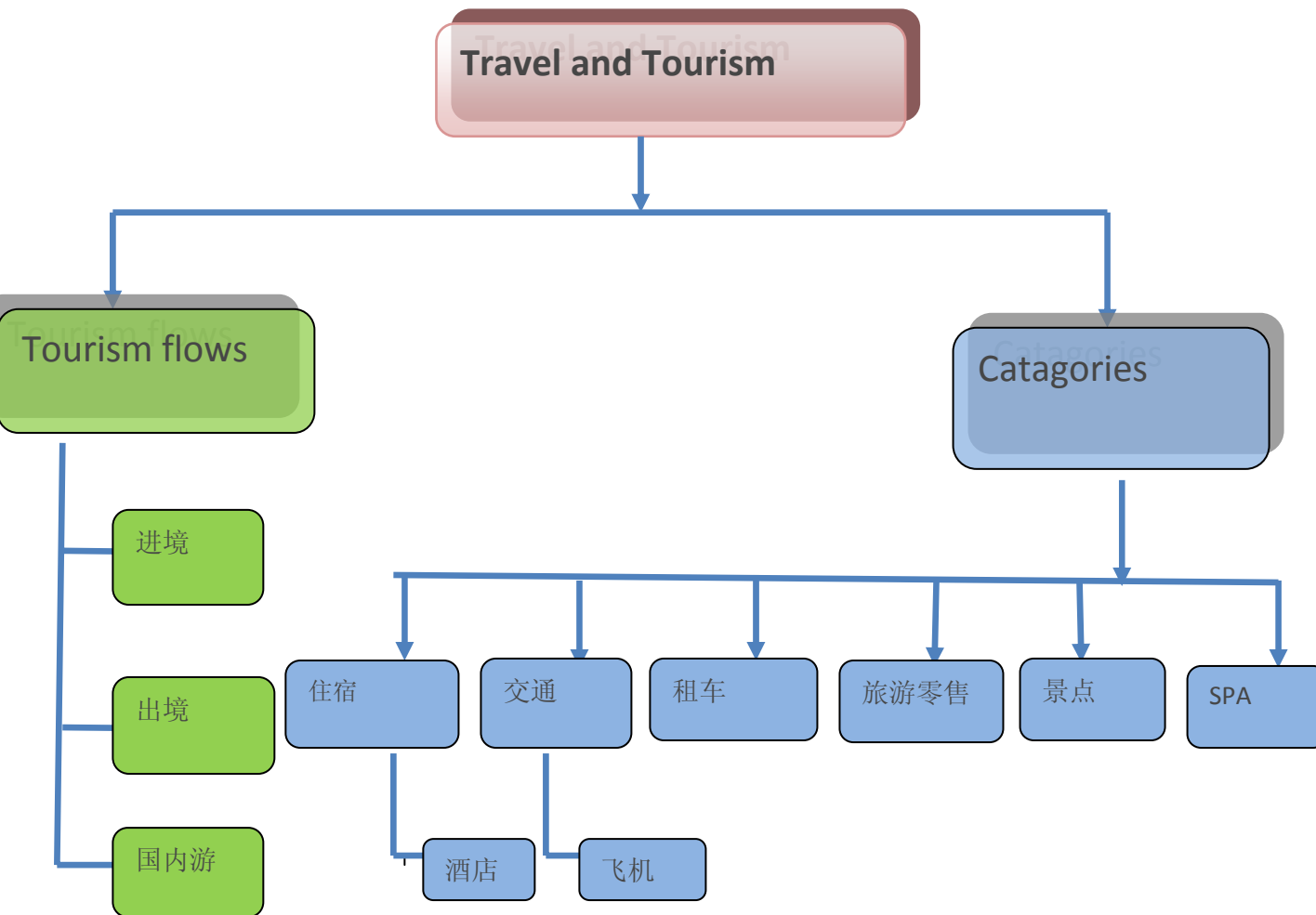
旅游行业信息的运用

为高校学生和老​​师提供教学支持:

- 提供全方位旅游市场信息，您可以了解到促进旅游业发展应采取的战略
- 研究各国旅游市场的表现（国内游、入境游、出境游）
- 预测不同国家游客的需求，消费偏好和旅游开支
- 了解商务旅游和休闲旅游的发展和趋势
- 分析各个旅游目的地的竞争地位，SWOT 分析
- 获悉最新的旅游消费习惯
- 知悉旅游市场中领先企业(旅游服务公司、航空公司、汽车租赁公司、旅游零售商、酒店餐饮公司)的优势和劣势，发展战略
- 网络营销对旅游业发展的影响



旅游行业的研究范围



60个核心国家—入境旅游人数对比（2009，2014）

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SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Industries

Statistics Comment

Market Sizes • Historic • Number of People • '000 people

Key: Related Reports Related Comment Chart for this Row

		2004	2005	2006	2007	2008	2009
Arrivals							
<input type="checkbox"/>	France	74,311.9	75,908.1	79,100.0	81,900.0	79,299.1	74,150.0
<input type="checkbox"/>	USA	46,085.6	49,206.2	50,639.0	55,945.0	58,014.1	52,544.8
<input type="checkbox"/>	Spain	52,429.8	55,913.8	58,004.5	58,665.5	57,316.2	51,707.8
<input type="checkbox"/>	China	39,460.7	43,303.6	46,448.8	50,579.4	49,813.5	45,457.5

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SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMPANIES GEOGRAPHIES

Home > Industries

Statistics Comment

Market Sizes • Historic/Forecast • Number of People • '000 people

Key: Related Reports Related Comment Chart for this Row

		2009	2010	2011	2012	2013	2014
Arrivals							
<input type="checkbox"/>	France	74,150.0	72,392.8	73,809.0	75,934.9	77,660.3	79,270.2
<input type="checkbox"/>	USA	52,544.8	53,409.5	54,807.9	56,705.0	58,729.0	60,387.7
<input type="checkbox"/>	China	45,457.5	45,963.3	47,667.3	49,883.9	52,379.6	54,979.4
<input type="checkbox"/>	Spain	51,707.8	50,716.3	50,958.3	52,472.6	53,459.8	53,807.2
<input type="checkbox"/>	Italy	37,880.1	37,533.7	37,441.2	37,506.9	37,745.2	38,094.4
<input type="checkbox"/>	Malaysia	23,301.5	24,935.2	26,319.0	27,750.2	29,217.0	30,710.5
<input type="checkbox"/>	Saudi Arabia	16,983.2	19,004.6	21,299.8	23,905.9	26,886.6	30,264.2
<input type="checkbox"/>	Turkey	26,656.3	27,448.5	28,180.7	28,838.7	29,436.0	29,938.0
<input type="checkbox"/>	United Kingdom	28,410.0	27,647.3	27,651.6	28,605.8	29,347.3	29,816.6
<input type="checkbox"/>	Russia	21,447.8	21,955.4	22,775.4	23,964.0	25,571.8	27,732.7
<input type="checkbox"/>	Germany	23,404.9	22,791.2	23,186.0	24,037.8	25,071.5	26,160.1
<input type="checkbox"/>	Ukraine	19,538.6	20,183.8	21,088.0	22,915.3	24,438.5	26,125.2
<input type="checkbox"/>	Mexico	21,598.2	21,866.9	22,873.8	23,539.2	23,984.9	24,406.2
<input type="checkbox"/>	Austria	20,939.0	20,863.7	21,135.9	21,693.8	22,381.0	23,259.9
<input type="checkbox"/>	Singapore	15,220.9	16,404.8	17,299.0	18,063.9	18,752.0	19,385.1
<input type="checkbox"/>	Greece	15,690.9	16,034.9	17,020.3	17,709.0	18,432.3	18,949.4
<input type="checkbox"/>	Hong Kong, China	16,725.3	16,957.1	17,281.2	17,694.5	18,196.7	18,778.9
<input type="checkbox"/>	Thailand	12,504.4	13,396.6	14,080.6	14,896.4	15,846.5	16,953.2
<input type="checkbox"/>	Canada	15,791.9	16,857.1	16,400.6	16,414.4	16,576.0	16,931.2



旅游消费—中国，日本，新加坡

Euromonitor International - Passport

Passport

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Home > Industries

Welcome, Huan Huang

Statistics

STATISTICS TYPES

CONVERT DATA

Currency conversions

Unit multiplier

Growth

Market Sizes • Historic • Retail Value RSP • US\$ mn • Year-on-Year Exchange Rates • Current

Key: Related Reports Related Comment Chart for this Row Method of Payment Business/Leisure Split Analysis by country

2004 2005 2006 2007 2008 2009

China

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Statistics

STATISTICS TYPES

CONVERT DATA

Currency conversions

Unit multiplier

Growth

Year-on-year growth (%)

Period growth

Growth index

Return to actual

Per capita/household

CHANGE SELECTIONS

Change Time Series

Change Categories

Change Geographies

Market Sizes • Historic • Retail Value RSP • US\$ mn • Year-on-Year Exchange Rates • Current • Year-on-Year Growth (%)

Key: Related Reports Related Comment Method of Payment Business/Leisure Split Analysis by country

2004-05 2005-06 2006-07 2007-08 2008-09

		2004-05	2005-06	2006-07	2007-08	2008-09
China						
<input type="checkbox"/>	Domestic Tourist Expenditure	13.0	18.8	19.0	1.4	34.9
<input type="checkbox"/>	Incoming Tourist Receipts	23.1	18.0	12.2	3.8	-6.9
Japan						
<input type="checkbox"/>	Domestic Tourist Expenditure	-1.3	-4.5	-1.0	12.3	1.5
<input type="checkbox"/>	Incoming Tourist Receipts	9.6	4.7	13.0	11.9	-22.0
Singapore						
<input type="checkbox"/>	Domestic Tourist Expenditure	16.8	13.1	13.9	15.8	5.8
<input type="checkbox"/>	Incoming Tourist Receipts	12.8	13.1	18.3	12.0	-14.7

Category definitions | Region definitions | Calculation variables

Sources:
1. Travel and Tourism: Euromonitor from trade sources/national statistics

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世界著名旅游城市的SWOTS分析

Key Facts and SWOTS analysis

Key Facts: Beijing
SWOT – Beijing
Challenges of the Economic Crisis

Inbound tourism

- Inbound Arrivals by Source Country
- Spending by Source Country
- The Olympics Effect
- Business and MICE Travel
- Opportunities and Future Outlook
- outbound tourism
- domestic tourism

Transportation

- Getting To Beijing
- Alternative Means
- Infrastructure Developments
- Air Sector Performance

Travel accommodation

- Travel Accommodation Supply
- Hotel Sector Segmentation
- Hotel Sector Performance
- Competitive Environment
- Hotel Strategies
- Case Study: Fairmont Beijing
- Outlook and opportunities



旅游业态各类报告

- Travel and tourism –China
- Tourism domestic
- Tourism flows in bound
- Tourism flows outbound
- Travel retail
- Health and wellness tourism
- Travel retail
- Travel accommodation
- Travel attractions
- Car rental

The image displays three overlapping screenshots of a report viewer interface, showing different sections of a report on China's tourism market. The interface includes a 'TABLE OF CONTENTS' sidebar and a main content area with 'EXECUTIVE SUMMARY' and 'HEADLINES' sections.

Top Screenshot: Travel and Tourism - China

- TABLE OF CONTENTS: EXECUTIVE SUMMARY, Chinese Tourism Has A Bad Year, Chinese Government Encourages Tourism To Go West
- EXECUTIVE SUMMARY: Chinese Tourism Has A Bad Year

Middle Screenshot: Tourism Flows Domestic - China

- TABLE OF CONTENTS: HEADLINES, TRENDS, DESTINATIONS, MODE OF TRANSPORT
- HEADLINES: 8 Sep 2009

Bottom Screenshot: Tourism Flows Inbound - China

- TABLE OF CONTENTS: HEADLINES, TRENDS, COUNTRY OF ORIGIN, INBOUND DEMOGRAPHIC, PROFILE, MODE OF TRANSPORT, PURPOSE OF VISIT, CITY ARRIVALS, INCOMING TOURISTS BY COUNTRY, PROSPECTS, SECTOR DATA
- HEADLINES: 8 Sep 2009
- HEADLINES:
 - Inbound tourism fell by 4% in 2008 to 56 million visitors
 - The Olympics did not result in a significantly larger number of tourists in 2008

Bottom Screenshot: Health & Wellness Tourism - China

- TABLE OF CONTENTS: HEADLINES, TRENDS, PROSPECTS, SECTOR DATA
- REPORTS: Filters, Health & Wellness Tourism - China
- HEADLINES: 8 Sep 2009
- HEADLINES:
 - Health and wellness tourism is beginning to take hold in China, with the value of the sector growing by 13% in 2008
 - The market for spas has expanded from mostly affluent consumers to include China's rapidly growing middle class
 - Although all subsectors are experiencing strong growth, the most vibrant in 2008 was hotels spas, growing by 15%
 - Health and wellness tourism is predicted to grow at a CAGR of 6% in constant value terms between 2008 and 2013
- TRENDS:
 - China experienced strong growth in spa-related tourism in 2008, with the number of hotel spa outlets growing by 13%, although this was down from 32% in 2007. Value, however, grew by 13%, up from 10% in 2007. Strong growth rates have been the result of two trends: the expansion of international hotel chains, in which spas are frequently located, and the growing popularity of spas amongst upwardly mobile young women.
 - International hotel chains continue to expand rapidly throughout China, due to the expectation of growth in inbound tourism – with frequent claims that China will be the world's most popular tourist destination by 2020. The market for spa-related holidays is being promoted by international luxury hotel chains, such as Marriott, which has introduced the concept into the market, not so much to take advantage of the Chinese domestic market but simply because, with spas now standard in luxury hotels across the globe, its inbound customers now expect it.
 - Although hotel guests now expect spa facilities, which have become almost compulsory facilities for higher end hotels, figures show that only a handful of guests actually take advantage of the facilities, although this is less the case for hotels in resort areas. As a result, international hotel chains are attempting to capture the domestic demand for spas, which is also showing remarkable growth in popularity, especially amongst young and upwardly mobile women. Interest in spas and relaxation amongst this market has been fuelled not only by the provision of high standard spas by international hotel chains, but also their experience with spas overseas, as this demographic makes up a large proportion of China's rapidly growing outbound tourist

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- 中观信息：行业市场报告，产品简报
- 微观信息：地方公司报告，全球公司报告



Why passport GMID? —续

□研究型和应用型为一体的事实类数据库

- 学术研究应用：国家信息，历史和预测数据，以及月度和季度数据相结合，便于研究经济、人口的老师 and 研究人员开展各国经济的研究，监控各国经济未来走向。
- 案例教学应用：时新的商业情报，是真实商业环境的客观反映，便于教师做开展案例教学，通过 **Passport GMID**，学生有同等机会获取世界顶级投行、咨询公司、制造企业、零售企业和政府机构等正在使用的高价值的研究信息。
 - 公司战略规划，市场进入项目研究，合并与收购计划
 - 竞争公司信息，标杆企业分析，机会分析
 - 市场策略制定，新业务发展，消费者洞察

□研究三大领域，市场上唯一一个对消费者行为进行分析和研究的数据库



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Q&A ?



Thank you

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