China Tea Beverages Market Report

2012

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Beijing Zeefer Consulting Ltd.
This report discusses the tea beverages market in China mainly from the following sections.

- **Size of Tea Beverages Market in China**

  Based on Zeefer's China Market Size Formula, by the analysis on China tea beverages market size, industry sales revenue in 2009 - 2011, this report presents a picture of the real development of tea beverages market in China and changes in the overall market size.

- **Hot Areas of China Tea Beverages Market**

  Based on the comparison and analysis on import in different provinces or cities, this report points out those hot areas in China for tea beverages market deserve most attention.

- **Top 10 Enterprises in China Tea Beverages Industry**

  Based on the comparison and analysis on top 10 leading enterprises in China tea beverages industry in terms of sales revenue, market share and number of employees, the report shows their positions in the tea beverages market in China. Additionally, this report lists basic contact information of the top 10 leading enterprises.

- **Market Share and Market Structure of China Tea Beverages Market**

  This report analyzes the tea beverages market share distribution in China by segments based on enterprises nature (leading enterprises, foreign enterprises, state-owned and private enterprises), imports of tea beverages product and regional markets in China in terms of sale revenue, profitability, number of enterprises and the value of imports... The report offers data on the market shares of imported tea beverages products, foreign enterprises and enterprises in other forms. It also offers a comparison of profitability by forms of enterprise ownership, presents a picture of the market share of leading enterprises and the distribution of major regional markets in China. In addition, the report figures out the structure and concentration ratio of the

- **Import and Export of Tea Beverages Products**

In this section, the report includes the main source countries / regions of imported tea beverages products for China and their market shares, the domestic destinations of imported tea beverages products in China and shares for these destinations, major export destinations (countries or regions) for Chinese produced tea beverages products and shares of these destinations, major origins of the exported tea beverages products and their shares.

- **Tea Beverages Industry Standards in China**

The report lists relevant national standards and/or industrial standards concerning tea beverages products generally accepted in the tea beverages industry in China, including standard names both in Chinese and English as well as their unified code numbers.

- **Major Tea Beverages Importers in China**

The report lists 10 major importers for tea beverages products in China and provides their contact information such as company name, address, website, telephone number and fax number.

- **Summary on Key Statistics of the Tea Beverages Industry in China**

Based on the concise analysis on the sales revenue, number of enterprises, total profit, total loss, total assets, return on the asset and profit margin as well as other key statistics, China Tea Beverages Market Report presents the current situation, the growth rate and profitability of the tea beverages industry in China.
DECLARATION

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HOT SPOTS FOR TEA & OTHER SOFT BEVERAGES PRODUCTS ACROSS CHINA

Figure 4 Nationwide distribution map of tea & other soft beverages mfg. enterprises above designated size across China

Guangdong, Fujian and Henan are the major production bases for tea & other soft beverages in China. In the year 2011, enterprises engaged in tea & other soft beverages production above designated size in the above three areas added up to 53 firms, accounting for about 37.06% of all tea & other soft beverages.
6.3 MARKET POSITION OF FOREIGN ENTERPRISES AND THE TREND IN RECENT YEARS

6.3.1 CHANGES IN THE SHARES OF FOREIGN ENTERPRISES IN TERMS OF THE NUMBERS AND THE COMPARISON OF FOREIGN ENTERPRISES AND ENTERPRISES OF OTHER OWNERSHIP

Figure 16 The percentage of foreign tea & other soft beverages mfg. enterprises across China and comparison on profit-making enterprises between different ownerships

In 2011, among the 143 tea & other soft beverages mfg. enterprises above designated size across China, 72 are foreign enterprises, accounting for about a share of 50.35% of all. Regarding to the profit-making, there were 58 foreign enterprises earning profit in the year 2011, accounting for 80.56% of total