Research and Investment Prospect of China Golf Industry, 2014-2018

(Sample)

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4. Market Status of China’s Golf Industry

4.2 Industry Scale

Currently Chinese golf product enterprises are primarily concentrated in Guangdong, Zhejiang, Jiangsu and Shanghai. In 2013 output value of golf products in China generated CNY 6.4 billion, increased by 10.34% compared with CNY 5.8 billion in 2012.

Fig. 12 Output Value of China's Golf Industry, 2009-2013 (CNY 100 million)

4.4 Consumption Structure of China's Golf Industry

4.4.1 Income Structure

In China, golf playing belongs to high-end consumption. 80% of golf population's annual average incomes exceed CNY 100 thousand, 36% have annual income over CNY 500 thousand and 22% have annual income of more than CNY 1 million.
4.4.2 Age Structure

According to the survey jointly conducted by Golf Magazine (American Edition) and National Golf Foundation, it shows that golf amateurs’ average age is 46 years old in USA. While in accordance with a survey that Chinese golf players seem to be younger, people aged 30-40 accounts for the highest proportion to 40%, which may be related to tradition, receptivity and promotion at jobs as well as people who want to get away from the crowd, offices and their bosses.
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