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The Chinese interior products industry had an estimated value of US$XX billion in 2011, after recording a CAGR of XX% during the review period. Over the forecast period, the industry is expected to record a CAGR of XX% to reach a projected value of US$XX billion in 2016. â€˜Wholesale and contractâ€™ and â€˜specialty retailersâ€™ were the key distribution channels during the review perioc position they are expected to maintain over the forecast period. In 2011, the â€˜wholesale and contractâ€™ channel accounted for the largest sales share of XX%; followed by â€˜specialty retailersâ€™, with a XX% market share. Sales of interior products through the â€˜wholesale and contractâ€™ channel were estimate at US$XX billion in 2011 and are projected to reach US$XX billion by 2016.

Scope

This report provides an extensive analysis of the distribution strategies used in the interior products industry in China:

â€¢ It provides historical sales values for different distribution channels in each category of the interior products industry for 2007â€“2011, along with the respective forecast figures for 2012â€“2016 http://www.bharatbook.com/market-research-reports/house-and-home-market-research-report/distribution-strategies-for-the-interior-products-industry-in-china-to-2016-market-profile.html

â€¢ It provides key trends, drivers and challenges relevant to the distribution of interior products Market Research Report

â€¢ The report includes top-level analysis of all the categories within the interior products industry with focus on past distribution strategies and the future outlook

â€¢ The report also details the regulatory framework for both manufacturers and retailers in the interior products industry

Reasons To Buy

â€¢ Assess the performance of distribution channels across different categories of the interior products industry in China

â€¢ Analyse key market trends and drivers for manufacturers and retailers in the industry

â€¢ Assess the regulatory framework and the key challenges relevant to the interior products industry

â€¢ Identify the growth opportunities and industry dynamics within eleven different product categories such as bathroom products, bedroom products, fabrics and soft furnishings, flooring products, furnishing products, kitchen products, lighting products, office furniture products, tableware and decorative products, wallcovering products, windowcovering and treatment products

For more information kindly visit :

Distribution Strategies for the Interior Products Industry in China - to 2016

Or

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