



China Leather Shoes Industry Report, 2015-2018

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STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

In 2014, China's leather shoes industry was characterized by the followings:

A Shift of Production Bases to Inland

In 2014, the output of leather shoes in China totaled 4.4988 billion pairs, down 8.7% year over year, a decline that mainly arose out of economic slowdown and weak demand for leather shoes. Meanwhile, shoe makers' high inventory further dampened enthusiasm for shoe production. Regionally, China's leather shoe production bases are primarily concentrated in the southern coastal provinces like Fujian, Zhejiang, and Guangdong, which accounted for a combined over 70% of the total shoe production nationwide. Given a rapid growth in labor costs, the shoe production bases in southern coastal regions are shifting to Sichuan, Chongqing, Jiangxi, Anhui, Hunan, etc. Among them, Chongqing has ranked 10th with fast-growing output of leather shoes, which registered a CAGR of 24.9% during 2009-2014.

Unit Export Price Far Lower Than Unit Import Price

China exported 964.97 million pairs of leather shoes in 2014, rising 11.5% from a year earlier and accounting for 21.4% of leather shoe production. In 2009-2014, China's leather shoe import volume and value posted a CAGR of 19.1% and 25.9% respectively, far exceeding 1.8% and 10.5% for export volume and value in the same period.

In 2014, China exported leather shoes at USD14.25/pair, in contrast to USD43.30/pair for imported shoes. China's leather shoes were exported through OEM, and most were low and mid-end products.

A Slowed Expansion of Retail Stores While Extending E-commerce Layout

A lack of demand and a rise in labor costs and store rents left the Chinese leather shoe enterprises to slow expansion of retail stores. During 2008-2012, Daphne increased an additional 810 retail stores every year, and the figures fell to respectively -179 and 55 in 2013-2014.

Unlike the slowdown in retail stores, some leather shoe makers have kept their e-commerce revenue surging since e-commerce development in 2011. In 2014, St&Sat's revenue from e-commerce business increased by 45.7% to RMB240.31 million, making up 13.7% of the total, an increase of 4.8 percentage points. In addition, others have aggressively mapped out layout, expanding their e-commerce market. For example, Fuguiniao increased investment in O2O and Wechat platform in an effort to expand e-commerce business; Le Saunda changed CNE into an online brand, gradually closing down the expired stores.

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The report highlights the followings:

- 1) Overview of leather shoes industry, including definition, classification, business model, etc.
- 2) Global and China footwear market, including production areas, brand pattern, output, consumption, import and export and financial indicators;
- 3) China's leather shoes market, including market status, consumption, imports, exports and financial indicators;
- 4) Upstream and downstream markets of China's leather shoes industry, including industrial chain, leather production, consumption, imports, price trend, competition pattern, retail market, etc.;
- 5) 17 major Chinese leather shoe makers, including profile, operation, revenue structure, gross margin, marketing network, development strategy, etc.

1. Overview of Leather Shoes Industry

- 1.1 Definition and Classification
 - 1.1.1 Definition
 - 1.1.2 Classification
- 1.2 Genuine Leather Mark
- 1.3 Business Model
 - 1.3.1 Model of Brand Operation
 - 1.3.2 Model of Production and Sales

2. Global Footwear Market

- 2.1 Production and Sales
 - 2.1.1 Production
 - 2.1.2 Sales
 - 2.1.3 Brand Pattern
 - 2.1.4 Industry Transfer
- 2.2 Imports and Exports
 - 2.2.1 Exports
 - 2.2.2 Imports

3. China Footwear Market

- 3.1 Production and Consumption
 - 3.1.1 Production
 - 3.1.2 Consumption
 - 3.1.3 Main Production Area
- 3.2 Imports and Exports
 - 3.2.1 Exports
 - 3.2.2 Imports
- 3.3 Financial Indicators

4. China Leather Shoes Market

- 4.1 Market Status
 - 4.1.1 Global Market
 - 4.1.2 China Market
- 4.2 Production and Consumption
 - 4.2.1 Production
 - 4.2.2 Consumption
- 4.3 Imports and Exports
 - 4.3.1 Export Volume and Value
 - 4.3.2 Import Volume and Value
- 4.4 Financial Indicators
 - 4.4.1 Revenue, Gross Profit and Total Profit
 - 4.4.2 Relevant Cost
- 4.5 Competition Pattern
 - 4.5.1 Brand Pattern
 - 4.5.2 Market Share
- 4.6 Trends

5. China Upstream and Downstream Markets of Leather Shoes

- 5.1 Industry Chain
- 5.2 Leather Market
 - 5.2.1 Overview
 - 5.2.2 Production, Consumption and Imports
 - 5.2.3 Price Trend
 - 5.2.4 Key Players
- 5.3 Retail Market

6. Chinese Leather Shoes Manufacturers

- 6.1 Belle
 - 6.1.1 Profile
 - 6.1.2 Operation
 - 6.1.3 Revenue Structure
 - 6.1.4 Gross Margin
 - 6.1.5 Marketing Network
 - 6.1.6 Development Strategy
- 6.2 Daphne
 - 6.2.1 Profile
 - 6.2.2 Operation
 - 6.2.3 Revenue Structure
 - 6.2.4 Gross Margin
 - 6.2.5 Marketing Network
 - 6.2.6 Development Strategy
- 6.3 Red Dragonfly
 - 6.3.1 Profile
 - 6.3.2 Operation
 - 6.3.3 Revenue Structure
 - 6.3.4 Gross Margin
 - 6.3.5 Production Model
 - 6.3.6 Sales Model
- 6.4 Aokang
 - 6.4.1 Profile
 - 6.4.2 Operation
 - 6.4.3 Revenue Structure

6.4.4 Gross Margin	6.8.2 Operation	6.12.3 Revenue Structure
6.4.5 Production Model	6.8.3 Revenue Structure	6.12.4 Gross Margin
6.4.6 Sales Model	6.8.4 Gross Margin	6.12.5 Marketing Network
6.4.7 Development Strategy	6.8.5 Marketing Network	6.13 Yearcon
6.5 Cbanner	6.8.6 Business Plan	6.14 Kangnai
6.5.1 Profile	6.9 Le Saunda	6.15 Jinhou
6.5.2 Operation	6.9.1 Profile	6.16 Spider King
6.5.3 Revenue Structure	6.9.2 Operation	6.17 Senda
6.5.4 Gross Margin	6.9.3 Revenue Structure	
6.5.5 Marketing Network	6.9.4 Gross Margin	7. Summary and Forecast
6.5.6 Development Strategy	6.9.5 Marketing Network	7.1 China Leather Shoes Industry vs. China Footwear Industry
6.6 Fuguiniao	6.10 Top Score	7.1.1 Footwear Industry
6.6.1 Profile	6.10.1 Profile	7.1.2 Leather Shoes Industry
6.6.2 Operation	6.10.2 Operation	7.2 Comparison of Listed Companies
6.6.3 Revenue Structure	6.10.3 Revenue Structure	7.2.1 Revenue
6.6.4 Gross Margin	6.10.4 Gross Margin	7.2.2 Net Income
6.6.5 Marketing Network	6.10.5 Marketing Network	7.2.3 Gross Margin
6.6.6 Development Strategy	6.10.6 Production and Sales	7.2.4 Retail Stores
6.7 Harson	6.11 Walker	
6.7.1 Profile	6.11.1 Profile	
6.7.2 Operation	6.11.2 Operation	
6.7.3 Revenue Structure	6.11.3 Revenue Structure	
6.7.4 Gross Margin	6.11.4 Gross Margin	
6.7.5 Marketing Network	6.11.5 Marketing Network	
6.7.6 Production and Sales	6.12 Hengda	
6.8 St&Sat	6.12.1 Profile	
6.8.1 Profile	6.12.2 Operation	

- Chinese Shoemaking Companies with Genuine Leather Mark
- Chinese Leather Shoes Brands Selected in “Genuine Leather Shoes King”
- Global Footwear Production and YoY Growth, 2010-2018E
- Global Footwear Production Structure (by Region), 2014
- Comparison of Major Footwear Producing Countries
- Top 10 Countries by Footwear Production, 2010-2014
- Market Share of Top 10 Countries (by Footwear Production), 2010-2014
- Labor Cost of Major Footwear Producing Countries, 2014
- Top 10 Countries by Apparent Consumption of Footwear, 2010-2014
- Market Share of Top 10 Countries (by Apparent Consumption of Footwear), 2010-2014
- World-renowned Shoe Brands
- History of Global Shoemaking Gathering Place Migration
- Global Footwear Export Volume and YoY Growth, 2010-2018E
- Top 10 Countries by Footwear Export Volume, 2010-2014
- Market Share of Top 10 Countries (by Footwear Export Volume), 2010-2014
- Global Footwear Export Value and YoY Growth, 2010-2018E
- Global Footwear Export Volume and Value (by Product), 2003-2013
- Global Footwear Unit Export Price and YoY Growth, 2010-2018E
- Footwear Export Volume, Value and Unit Price of Top 15 Countries, 2013 vs. 2010
- Top 15 Countries by Footwear Import Value, 2013 vs. 2010
- Share of U.S. Footwear Import Sources (by Import Value), 2012-2014
- China Footwear Output, YoY Growth and % of Global Output, 2009-2018E
- China Footwear Output Value (by Province/City), 2013-2014
- China Footwear Apparent Consumption and YoY Growth, 2009-2018E
- China Footwear Consumption Per Capita, 2009-2018E

- Four Gathering Places of China Footwear Industry
- China Footwear Export Volume, YoY Growth and % of Output, 2009-2018E
- China Footwear Export Volume Structure (by Product), 2009-2014
- China Footwear Export Value and YoY Growth, 2009-2014
- China Footwear Export Value Structure (by Product), 2009-2014
- China Footwear Unit Export Price and YoY Growth, 2009-2018E
- China Footwear Unit Export Price (by Product), 2009-2014
- China Footwear Import Volume and YoY Growth, 2009-2018E
- China Footwear Import Value and YoY Growth, 2009-2018E
- China Footwear Unit Import Price and YoY Growth, 2009-2018E
- China Footwear Import Value Structure (by Product), 2012-2014
- Number of China Footwear Companies (by Industry Segment), 2012-2014
- Revenue of China Footwear Industry (by Segment), 2012-2014
- Total Profit of China Footwear Industry (by Segment), 2012-2014
- Return-on-Sales of China Footwear Industry (by Segment), 2012-2014
- Number of China Leather Shoes Manufacturers and YoY Growth, 2009-2014
- China Leather Shoes Production Bases
- China Leather Shoes Production and YoY Growth, 2009-2018E
- China Leather Shoes Production (by Province/City), 2009-2014
- YoY Growth of China Leather Shoes Production (by Province/City), 2009-2014
- China Leather Shoes Apparent Consumption and YoY Growth, 2009-2018E
- China Leather Shoes Consumption Per Capita, 2009-2018E
- China Leather Shoes Export Volume and YoY Growth, 2009-2018E
- China Leather Shoes Export Value and YoY Growth, 2009-2018E
- China Leather Shoes Unit Export Price and YoY Growth, 2009-2018E

- China Leather Shoes Export Volume/Value and % of Footwear Export Volume/Value, 2009-2014
- Top 20 Source Provinces/Cities of China Leather Shoes Export Provinces/Cities by Export Value, 2012-2014
- Top 20 China Leather Shoes Export Destinations by Export Value, 2012-2014
- China Leather Shoes Import Volume and YoY Growth, 2009-2018E
- China Leather Shoes Import Value and YoY Growth, 2009-2018E
- China Leather Shoes Unit Import Price and YoY Growth, 2009-2018E
- China Leather Shoes Import Volume/Value and % of Footwear Import Volume/Value, 2009-2014
- Top 20 China Leather Shoes Import Sources by Import Value, 2012-2014
- Top 20 China Leather Shoes Import Provinces/Cities by Import Value, 2012-2014
- Revenue and YoY Growth of China Leather Shoes Industry, 2009-2018E
- Gross Profit, YoY Growth and Gross Margin of China Leather Shoes Industry, 2009-2014
- Total Profit, YoY Growth and Return-on-Sales of China Leather Shoes Industry, 2009-2014
- China Leather Shoes Industry's Operating Cost, YoY Growth and % of Revenue, 2009-2014
- Unit Cost and YoY Growth of China Leather Shoes Industry, 2009-2014
- China Leather Shoes Industry's Selling Expenses, YoY Growth and % of Revenue, 2009-2014
- China Leather Shoes Industry's Administrative Expenses, YoY Growth and % of Revenue, 2009-2014
- China Leather Shoes Industry's Financial Expenses, YoY Growth and % of Revenue, 2009-2014
- China Leather Shoes Market Positioning and Price
- China Leather Shoes Sales Structure, 2013-2014
- Market Share of Main Leather Shoes Companies in China, 2013-2014
- Leather Shoes Industry Chain
- Classification of Leather
- China Light Leather Production and YoY Growth, 2009-2014
- China Light Leather Production (by Province/City), 2009-2014
- China Light Leather Production Growth (by Province/City), 2010-2014

- China Leather Consumption Structure (by Leather Category), 2014
- China Cow Leather Consumption Structure (by Consumer Sector), 2014
- China Rawhide Import Volume, Value and Unit Price, 2009-2014
- China Wet-blue Cowhide Import Volume, Value and Unit Price, 2012-2014
- Global Leather Price Trend, 2009-2014
- Main Leather-making Companies in China
- Distribution of China Leather Shoes Retail Channels, 2011-2014
- Revenue and YoY Growth of Belle, FY2009-FY2014
- Net Income and YoY Growth of Belle, FY2009-FY2014
- Revenue Structure of Belle (by Product), FY2009-FY2014
- Revenue Structure of Belle (by Region), FY2009-FY2014
- Gross Profit, YoY Growth and Gross Margin of Belle, FY2009-FY2014
- Number of Belle Proprietary Stores, FY2008-FY2014
- Distribution of Belle Proprietary Stores in Mainland China (by Province/City) as of FY2014
- Revenue and YoY Growth of Belle, FY2015-FY2018E
- Main Brands of Daphne
- Development History of Daphne
- Revenue and YoY Growth of Daphne, 2009-2014
- Net Income and YoY Growth of Daphne, 2009-2014
- Revenue Structure of Daphne (by Business), 2009-2014
- Gross Profit, YoY Growth and Gross Margin of Daphne, 2009-2014
- Number of Daphne Retail Stores, 2008-2014
- Number of Daphne Core Brand Retail Stores (by Category), 2008-2014
- Number of Daphne Core Brand Retail Stores (by City Level), 2008-2014
- Revenue and YoY Growth of Daphne, 2015-2018E

- Revenue and YoY Growth of Red Dragonfly, 2011-2018E
- Net Income and YoY Growth of Red Dragonfly, 2011-2018E
- Revenue Structure of Red Dragonfly (by Product), 2011-2014
- Revenue Structure of Red Dragonfly (by Region), 2011-2014
- Revenue Structure of Red Dragonfly (by Channel), 2011-2014
- Gross Margin of Red Dragonfly (by Product), 2011-2014
- Footwear Production of Red Dragonfly, 2011-2014
- Number of Red Dragonfly Retail Stores (by Province/City), 2011-2014
- Revenue and YoY Growth of Aokang, 2009-2014
- Net Income and YoY Growth of Aokang, 2009-2014
- Revenue Structure of Aokang (by Product), 2009-2014
- Revenue Structure of Aokang (by Region), 2009-2014
- Gross Margin of Aokang (by Product), 2009-2014
- Gross Margin of Aokang (by Region), 2009-2014
- Business Model of Aokang
- Independent Production Model of Aokang
- Marketing Model of Aokang
- Five Brand Positioning and Sales Channels of Aokang
- Number of Aokang Direct-sale Stores and Franchised Stores, 2008-2014
- Development Strategy of Aokang
- Revenue and YoY Growth of Aokang, 2015-2018E
- Main Brands and Positioning of Cbanner
- Development History of Cbanner
- Revenue and YoY Growth of Cbanner, 2009-2014
- Net Income and YoY Growth of Cbanner, 2009-2014

- Revenue Structure of Cbanner (by Business), 2009-2014
- Revenue Structure of Cbanner (by Brand), 2009-2014
- Revenue Structure of Cbanner (by Region), 2009-2014
- Gross Profit, YoY Growth and Gross Margin of Cbanner, 2009-2014
- Number of Cbanner Retail Stores (by Brand/Category), 2008-2014
- Number of Cbanner Retail Stores (by Region), 2011-2014
- Number of Cbanner Retail Stores (by Brand/Category/Region) as of end-2014
- Revenue and YoY Growth of Cbanner, 2015-2018E
- Production Bases and R&D Centers of Fuguiniao
- Revenue and YoY Growth of Fuguiniao, 2010-2014
- Net Income and YoY Growth of Fuguiniao, 2010-2014
- Revenue Structure of Fuguiniao (by Product), 2010-2014
- Footwear Sales Volume and Average Unit Price of Fuguiniao, 2010-2014
- Revenue Structure of Fuguiniao (by Brand), 2010-2014
- Revenue Structure of Fuguiniao (by Sales Channel), 2010-2014
- Revenue Structure of Fuguiniao (by Region), 2010-2014
- Gross Profit and YoY Growth of Fuguiniao, 2010-2014
- Gross Margin of Fuguiniao (by Product), 2010-2014
- Number of Fuguiniao Retail Stores (by Channel), 2010-2014
- Number of Fuguiniao Retail Stores (by Region), 2010-2014
- Revenue and YoY Growth of Fuguiniao, 2015-2018E
- Revenue and YoY Growth of Harson, 2011-2018E
- Net Income and YoY Growth of Harson, 2011-2018E
- Revenue Structure of Harson (by Brand), 2011-2014
- Revenue Structure of Harson (by Channel), 2011-2014

- Gross Margin of Harson (by Brand), 2011-2014
- Number of Harson Retail Stores (by Brand), 2011-2013
- Footwear Capacity, Output and Sales Volume of Harson, 2011-2014
- Revenue and YoY Growth of St&Sat, 2009-2014
- Net Income and YoY Growth of St&Sat, 2009-2014
- Revenue Structure of St&Sat (by Brand), 2009-2014
- Revenue Structure of St&Sat (by Region), 2009-2014
- Gross Margin of St&Sat (by Brand), 2009-2014
- Gross Margin of St&Sat (by Region), 2009-2014
- Number of St&Sat Retail Stores, 2009-2014
- Footwear Output, Sales Volume and Inventory of St&Sat, 2011-2014
- Revenue and YoY Growth of St&Sat, 2015-2018E
- Revenue and YoY Growth of Le Saunda, FY2009-FY2014
- Net Income and YoY Growth of Le Saunda, FY2009-FY2014
- Revenue Structure of Le Saunda (by Product), FY2009-FY2014
- Revenue Structure of Le Saunda (by Region), FY2009-FY2014
- Gross Profit, YoY Growth and Gross Margin of Le Saunda, 2009-2014
- Number of Le Saunda Retail Stores (by Region), 2010-2014
- Footwear Target Customers and Price Range of Top Score (by Brand/Product Line)
- Revenue and YoY Growth of Top Score, 2011-2018E
- Net Income and YoY Growth of Top Score, 2011-2018E
- Revenue Structure of Top Score (by Brand), 2011-2014
- Revenue Structure of Top Score (by Channel), 2011-2014
- Revenue Structure of Top Score (by Region), 2011-2014
- Gross Margin of Top Score (by Brand), 2011-2014
- Gross Margin of Top Score (by Channel), 2011-2014

- Number of Top Score Retail Stores, 2011-2014
- Footwear Output and Sales Volume of Top Score, 2011-2014
- Revenue and YoY Growth of Walker, FY2009-FY2014
- Net Income and YoY Growth of Walker, FY2009-FY2014
- Revenue Structure of Walker (by Region), FY2009-FY2014
- Gross Profit, YoY Growth and Gross Margin of Walker, FY2009-FY2014
- Number of Walker Retail Stores and YoY Growth, FY2008-FY2014
- Number of Walker Retail Stores (by Region), FY2013-FY2014
- Brand Positioning of Hengda
- Revenue and YoY Growth of Hengda, 2009-2014
- Net Income and YoY Growth of Hengda, 2009-2014
- Revenue Structure of Hengda (by Product), 2012-2014
- Gross Margin of Hengda (by Product), 2012-2014
- Number of Hengda Retailer Stores (by Region) as of 2014
- China Footwear Output, Export Volume, Import Volume and Apparent Consumption, 2009-2018E
- Growth of China Footwear Output, Export Volume, Import Volume and Apparent Consumption, 2009-2018E
- China Footwear Export Volume % of Output and Import Volume % of Apparent Consumption, 2009-2018E
- China Leather Shoes Output, Export Volume, Import Volume and Apparent Consumption, 2009-2018E
- Growth of China Leather Shoes Output, Export Volume, Import Volume and Apparent Consumption, 2010-2018E
- China Leather Shoes Export Volume % of Output and Import Volume % of Apparent Consumption, 2009-2018E
- Revenue of Listed Companies of China Leather Shoes Industry, 2009-2014
- Revenue Growth of Listed Companies of China Leather Shoes Industry, 2010-2014
- Net Income of Listed Companies of China Leather Shoes Industry, 2009-2014
- Net Income Growth of Listed Companies of China Leather Shoes Industry, 2010-2014
- Gross Margin of Listed Companies of China Leather Shoes Industry, 2009-2014
- Retail Stores of Listed Companies of China Leather Shoes Industry (by Category), 2009-2014

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