

# CHINA MARKET ANALYSIS

## CERAMIC TILE

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# Book I

## MACROECONOMIC & PROFILES

1. CHINA MACROECONOMIC SUMMARIZED ANALYSIS
2. MAIN SUPPLIER'S PROFILES
3. MARKET ABSTRACTS – CHINA

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# Book II

## MARKET ANALYSIS

### **1. ESTIMATE OF THE APPARENT CONSUMPTION OF THE INTERNAL MARKET**

- 1.1 Market size
- 1.2 Market share of the competitors
- 1.3 Forecast of volumes and market share
- 1.4 Market segmentation

### **2. PRODUCTS' ANALYSIS**

- 2.1 Products' characteristics
- 2.2 Segmentation by price
- 2.3 Main attributes expected by consumers, according market segmentation

### **3. SUPPLIERS**

- 3.1 Comments about the main competitors

### **4. DISTRIBUTION CHANNELS**

- 4.1 Estimate mix in m<sup>2</sup> by type of channel
- 4.2 Distribution channels characteristics
- 4.3 The biggest resellers
- 4.4 Consumers' purchasing habits

### **5. EXPORTS**

### **6. IMPORTS**