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[https://www.100test.com/kao\\_ti2020/151/2021\\_2022\\_04-05\\_E5\\_B9\\_B4\\_E4\\_B8\\_c85\\_151356.htm](https://www.100test.com/kao_ti2020/151/2021_2022_04-05_E5_B9_B4_E4_B8_c85_151356.htm) Title:2004-2005 Annual Report on China ' s Underwear Market [Key Words] China ' s Underwear Market Published Date: April 2005 Report Summary The report sums up the development of the global and Chinese underwear markets in 2004. Through accurate data and full elaboration, it presents the structure of China ' s underwear market and features of the demand-supply relationship from various angles. Meanwhile, it examines competition between enterprises in different market segments, presenting assessment of leading players ' competitiveness. The report especially points out the following: In 2004, China ' s underwear market showed huge potentials, with sales growing fast. In terms of structure, the market had formed three major blocks. As for distribution, there were five models. As far as retail forms are concerned, department stores are currently the most frequently used sales outlets. Among the market segments, there was intense competition in the thermal underwear market. Middle-grade bras were very popular. The men ' s underwear market became a growth hotspot. In terms of competition pattern, Beijing, Guangzhou and Shanghai were the main three consumption regions. Local underwear vendors mainly relied on price competition to get shares of the low- and middle-end market. After analyzing major factors affecting the development of China ' s underwear market from 2005-2009, the report presents qualitative and quantitative

forecast of the development trend of the market. Finally, it provides pertinent development strategy and recommendations for leading enterprises and growing enterprises respectively.

Report Outline I. Overview of the Global Underwear Market in 2004 (I) Development Status (II) Overview of Development in Major Countries and Regions 1. U.S. 2. India 3. Chinese Taiwan II. Size and Structure of China ' s Underwear Market in 2004 (I) Development Review (II) Market Characteristics (III) Market Size 1. Sales Volume 2. Output 3. Number of Vendors (IV) Market Structure 1. Product Structure 2. Brand Structure 3. Sales Channel Structure (V) Segmentation of China ' s Underwear Market 来源 : 考试大 1. Thermal Underwear Market 2. Bras Market 3. Men ' s Underwear Market III. Analysis of Supply and Demand in China ' s Underwear Market in 2004 (I) Analysis of Structure of the Market ' s Value Chain 1. Analysis of the Upstream Value Chain 2. Analysis of the Mid-stream Value Chain 3. Analysis of the Downstream Value Chain (II) Analysis of Consumer ' s Demand 1. Analysis of Consumers ' Demand Habits 2. Analysis of Consumers ' Demand Preferences 3. Analysis of Factors Affecting Underwear Demand (III) Analysis of Vendors ' Supply 1. Number and Distribution of Underwear Vendors 2. Variety Structure of Underwear Supply 3. Price Structure of Underwear Supply IV Competition Situation in China ' s Underwear Market in 2004 & . Assessment of Leading Players ' Competitiveness (I) Analysis of Competition Situation in China ' s Underwear Market 1. Regional Competition Situation 2. Competition Situation in the Ladies ' Underwear Market 3. Competition Situation in the Men

' s Underwear Market 4. Competition Situation in the Thermal Underwear Market (II) Assessment of Leading Players ' Competitiveness 1. Yiwu Huinongsi Knit Underwear Co., Ltd. 2. Shanghai Duocai Garment Co., Ltd. 3. Aimer V. Factors Affecting the Development of China ' s Underwear Market from 2005 to 2009 来源 : 考试大(I) Favorable Factors (II) Unfavorable Factors VI. Analysis of Development Trend of China ' s Underwear Market from 2005 to 2009 (I) Trend of Underwear Product Development 1. Functional Underwear 2. Environment-Friendly Underwear 3. Comfort Underwear 4. Seamless Underwear 5. Intelligent Underwear (II) Trend of Underwear Fabric Development (III) Development Trend of Underwear Target Market 1. The ladies ' Underwear Market 2. The Men ' s Underwear Market 3. The Children ' s Underwear Market (IV) Development Trend of Underwear Sales Channels 1. Comprehensive Trend of Development 2. Analysis of Causes of Development Trend 3. Analysis of Characteristics of Development Trend VII. Forecast of China ' s Underwear Market from 2005 to 2009 (I) Forecast of Vendor Numbers (II) Forecast of Output (III) Forecast of Market Demand 1. Basic Assumptions and Conditions for Demand Forecast 2. Forecast of Underwear Demand Among Urban Females 3. Forecast of Underwear Demand Among Urban Males 4. Forecast of Underwear Demand Among Rural Females 5. Forecast of Underwear Demand Among Rural Males 来源 : 考试大VIII. Recommendations Report Specifications (I) Objective of Report (II) Research Scope (III) Survey Region (IV) Data Source (V) Research

Approaches (VI) General Definition of CCID (VIII) Evaluation  
Index System of Competitiveness (IX) Forecasting Model (X)  
Special Specifications (XI) Research Object 100Test 下载频道开通  
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