



China Leather Shoes Market Profile



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Beijing Zeefer Consulting Ltd.

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INTRODUCTION

This report discusses the leather shoes market in China mainly from the following sections.

- Size of Leather Shoes Market in China

Based on Zeefer's China Market Size Formula, by the analysis on China leather shoes market size, industry sales revenue and domestic leather shoes output in 2007 - 2009, this report presents a picture of the real development of leather shoes market in China and changes in the overall market size.

- Hot Areas of China Leather Shoes Market

Based on the comparison and analysis on China's leather shoes production and import in different provinces or cities, this report points out those hot areas in China for leather shoes market deserve most attention.

- Top 10 Enterprises in China Leather Shoes Industry

Based on the comparison and analysis on top 10 leading enterprises in China leather shoes industry in terms of sales revenue, market share and number of employees, the report shows their positions in the leather shoes market in China. Additionally, this report lists basic contact information of the top 10 leading enterprises.

- Market Share and Market Structure of China Leather Shoes Market

This report analyzes the leather shoes market share distribution in China by segments based on enterprises nature (leading enterprises, foreign enterprises, state-owned and private enterprises), imports of leather shoes product and regional markets in China in terms of sale revenue, profitability, production volume, number of enterprises and the value of imports... The report offers data on the market shares of imported leather shoes products, foreign enterprises and enterprises in other forms. It also offers a comparison of profitability by forms of enterprise ownership, presents a picture of the market share of leading enterprises and the distribution of major regional markets in China. In addition, the report figures out the structure and

concentration ratio of the current leather shoes market in China by means of Bain's Market Structure Classification and Index of CR⁴.

- Import and Export of Leather Shoes Products

In this section, the report includes the main source countries / regions of imported leather shoes products for China and their market shares, the domestic destinations of imported leather shoes products in China and shares for these destinations, major export destinations (countries or regions) for Chinese produced leather shoes products and shares of these destinations, major origins of the exported leather shoes products and their shares.

- Leather Shoes Industry Standards in China

The report lists relevant national standards and/or industrial standards concerning leather shoes products generally accepted in the leather shoes industry in China, including standard names both in Chinese and English as well as their unified code numbers.

- Major Leather Shoes Importers in China

The report lists 10 major importers for leather shoes products in China and provides their contact information such as company name, address, website, telephone number and fax number.

- Summary on Key Statistics of the Leather Shoes Industry in China

Based on the concise analysis on the sales revenue, production volume, number of enterprises, total profit, total loss, total assets, return on the asset and profit margin as well as other key statistics, China Leather Shoes Market Profile presents the current situation, the growth rate and profitability of the leather shoes industry in China.

DECLARATION

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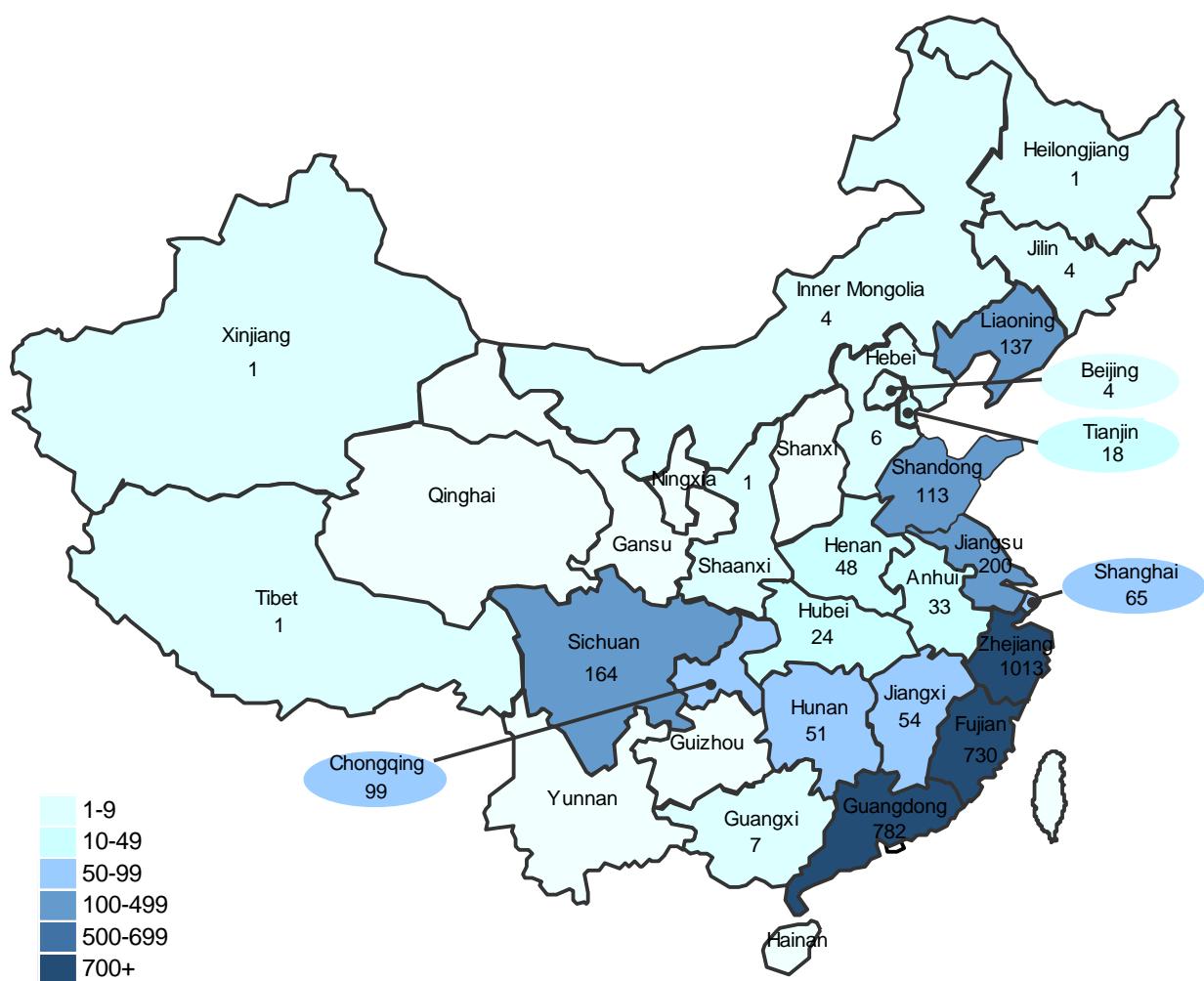


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CHAPTER 3

HOT SPOTS FOR LEATHER SHOES PRODUCTS ACROSS CHINA

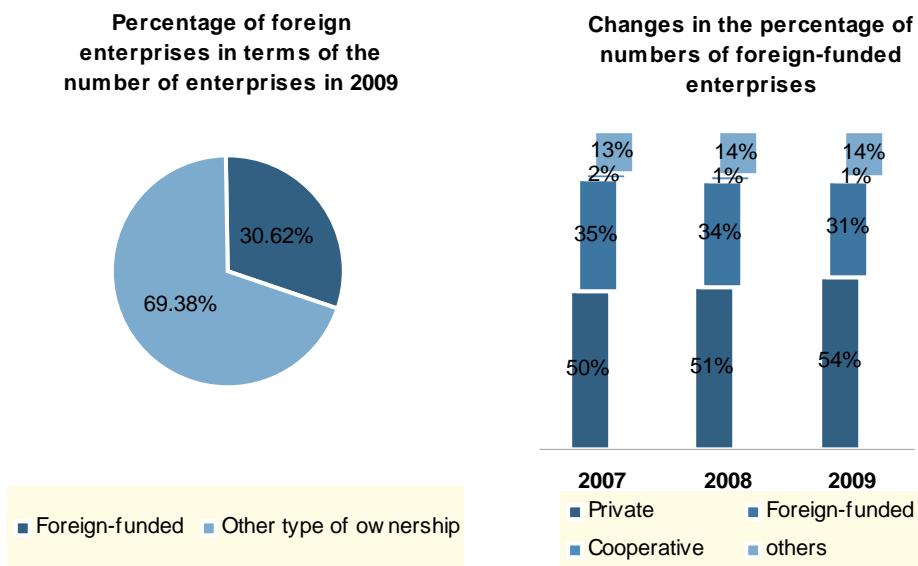
Figure 3 Nationwide distribution map of leather shoes enterprises above designated size across China



6.3 MARKET POSITION OF FOREIGN ENTERPRISES AND THE TREND IN RECENT YEARS

6.3.1 CHANGES IN THE SHARES OF FOREIGN ENTERPRISES IN TERMS OF THE NUMBERS AND THE COMPARISON OF FOREIGN ENTERPRISES AND ENTERPRISES OF OTHER OWNERSHIP

Figure 16 Changes in the percentage of numbers of foreign leather shoes manufacturing enterprises across China and the comparison of foreign enterprises and enterprises of other ownership



In 2009, among the 3,560 leather shoes manufacturing enterprise above designated size across China, 1,090 are foreign enterprises, accounting for about a share of 30.62% of all. In terms of the number of enterprises, there