EUROMONITOR INTERNATIONAL

YOUR GATEWAY TO GLOBAL STRATEGIC INTELLIGENCE

2014

EUROMONITOR INTERNATIONAL

PASSPORT 数据库内容一览

行业角度（28个行业覆盖80个国家和地区）

- **21个消费者产品品类：** 酒精类饮料，服装，汽车，美容与个人护理，消费类家电产品，消费者电器，消费者健康，眼镜，新鲜食品，健康与保健，居家与园艺，家庭护理，热饮料，奢侈品，包装食品，个人配饰，宠物护理，软饮料，纸巾与卫生用品，烟草，玩具与游戏
- **4个消费者服务 品类：** 消费者金融服务，消费品食品服务，零售业，旅行与旅游
- **2个消费品供应链 品类：** 成份，包装
- **1个工业产品品类：** 按照ISIC国际标准行业分类

统计数据（历史数据+5年预测数据）

- 市场容量和销售额
- 公司份额和品牌份额
- 分销渠道的销售额
- 定价、包装和成分数据

报告（对市场业绩趋势、竞争环境和关键市场驱动因素进行有深度的战略分析）

- 全球报告从全球和地区角度出发，对一个产业进行洞察
- 市场洞察报告和国家部门简报从一个国家的角度出发，对产业和行业驱动因素进行前瞻性分 析
- 全球公司概况对领先的跨国公司的竞争定位与战略方向进行评估
- 当地公司概况对一国市场中领先公司的定位进行评估

PASSPORT 数据库内容一览（续）

国家和消费者角度（覆盖210个国家和地区）

- ❑ 经济，金融与贸易
- ❑ 政府、劳工与教育
- ❑ 产业、基础设施与环境
- ❑ 科技、通信与媒体
- ❑ 消费者趋势与生活方式
- ❑ 收入与支出
- ❑ 人口与家庭

统计数据

- 超过1500万国际间可比较的人口统计数据，社会经济和消费方式等数据
- 时间系列：1977-2030
- 月度与季度关键经济数据

报告

- 217份国家与地区介绍
- 85份风险与薄弱点国家简报
- 85份商业环境国家简报
- 85份收入与支出国家简报
- 83份科技、通信与媒体 国家简报
- 60份国家动向报告
- 93份未来人口报告
- 85份消费者生活方式报告
- 70+份战略简报

文章

- 对行业产生影响的局部事件常规报告与讨论
- 3,500 文章
- 每月30-40篇新报道

行业目录

Consumer Products 快速消费品

Alcoholic Drinks
含酒精饮料

Apparel
服装鞋类

Automotive
汽车

Beauty & Personal Care
化妆品个人护理品

Consumer Appliances
家电行业

Consumer Electronics
消费电子产品

Consumer Health
非处方药品

Eyewear
眼镜

Fresh Food
生鲜食品

Health & Wellness
健康食品保健品

Home & Garden
居家和园艺

Home Care
家庭清洁护理

Hot Drinks
热饮料

Luxury Goods
奢侈品

Packaged Food
包装食品

Pet Care
宠物食品护理品

Personal Accessories
个人用品

Soft Drinks
软饮料

Tissue & Hygiene
家庭用纸

Tobacco
烟草行业

Toys & Games
玩具与游戏

Services 服务行业

Consumer Finance
个人金融服务

Consumer Foodservice
餐饮行业

Retailing
零售行业

Travel & Tourism
旅游业

Suppliers 供应商

Industrial
工业

Ingredients
原料行业

Packaging
包装行业

Countries and Consumers 国家与消费者

Business Environment
商业环境

Consumer Trends & Lifestyles
消费趋势与消费者生活习惯

Economy, Finance & Trade
经济,金融,贸易

Income & Expenditure
收入及支出

Industry, Infrastructure & Environment
工业发展, 公共建设与环境

Population & Homes
人口与家庭分布

Technology, Communications & Media
科技,通讯及媒体

数据库主页


导航栏
关键字快速搜索内容
Passport
Euromonitor.com | Welcome Cathay Song of C
usiness | Log Out
Enter keywords
SEARCH
INDUSTRIES
COUNTRIES & CONSUMERS
CAMI
MY PAGES
HELP
Home
WELCOME
LEARN WHAT PASSPORT DOES
Watch an Overview
See More in Help
MY PAGES
PERSONALISE PASSPORT
Your Home Page
Saved Research
Downloads
Manage Profile
SEARCH
FIND WHAT YOU NEED NOW
Menu Search
Companies or Brands
Packaging
Closures
Advanced Text
DASHBOARDS
VISUALISE DATA
Select...
Launch Dashboard
行业数据直观可视
客户经理信息
系统IT支持
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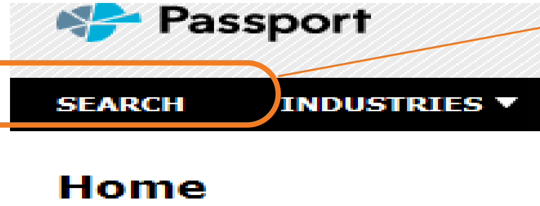
Business Development Manager | China | Shanghai
TECH SUPPORT
If you are experiencing technical problems with Passport please call or email our technical support team.
EMEA
EMEA Support
+44(0)20 7251 8024 x1505
London

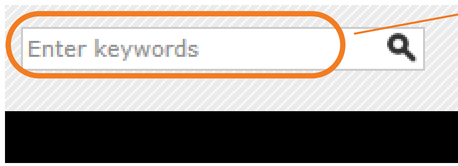
数据报告检索

页面左上角



1.目录菜单检索

页面右上角

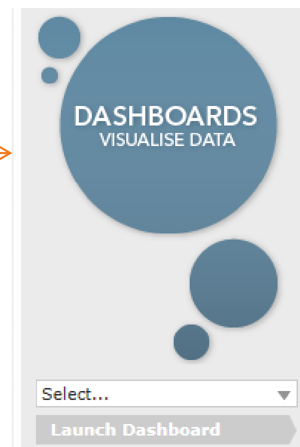


2.关键字检索

菜单直接选择

3.主页直接选择行业

4.DASHBOARD检索



5.HELP BUTTON—HELP VIDEO学习检索

数据报告检索举例

Passport
Euromonitor.com | Welcome Cathay Song of Che
关键字搜索行业
Log Out
Enter keywords
SEARCH
INDUSTRIES
COUNTRIES & CONSUMERS
MY PAGES
HELP
主页直接选择行业
Home
CONSUMER PRODUCTS
Alcoholic Drinks
Apparel
Automotive
Beauty and Personal Care
Consumer Appliances
Consumer Electronics
Consumer Health
Eyewear
Fresh Food
Health and Wellness
Home and Garden
Home Care
Hot Drinks
Luxury Goods
Packaged Food
Personal Accessories
Pet Care
Soft Drinks
Tissue and Hygiene
Tobacco
Toys and Games
SERVICES
Consumer Finance
Consumer Foodservice
Retailing
Travel and Tourism
SUPPLY
Ingredients
Packaging
Industrial
Watch an Overview
See More in Help
Your Home Page
Saved Research
Downloads
Manage Profile
Menu Search
Companies or Brands
Packaging
Closures
Advanced Text
Select...
Launch Dashboard
数据库每个行业都有自己的主页--下面我们以"Alcoholic Drinks"为例

Passport   Euromonitor.com | Welcome Cathay Song of Euromonitor International - Passport | Log Out

SEARCH   INDUSTRIES ▼   COUNTRIES & CONSUMERS ▼   MY PAGES ▼   HELP

“Alcoholic drinks “主页

Alcoholic Drinks

SEARCH TREE

Select category...

- Select category...
- Alcoholic Drinks
- Beer
- Cider/Perry
- RTDs/High-Strength Premixes
- Spirits
- Wine

“下拉 菜单”

搜索行业细分品类

RANK COUNTRIES

Choose a category

Size   Forecast
Growth   Historic

Go ›

RANK CATEGORIES

For a geography...

Size   Forecast
Growth   Historic
Per cap.

Go ›

REVIEW TOP COMPANIES

Select company...

DASHBOARDS
VISUALISE DATA

Select...

Go ›

行业文章信息—主页左下角
最新报告—主页右下角
我们以Wine 细分品类搜索为例
点击 “Wine”

Alcoholic Drinks – June 2013 Overview of New Product Launches

Opinion | 05 Jul 2013

Spiros Malandrakis
Senior Analyst - Alcoholic Drinks

This monthly summary highlights the most interesting product launches in June, with a focus on the direction the alcoholic drinks industry is taking in terms of innovative developments.

French revolution: Cola flavoured wine

One of the most infamous oxymorons plaguing the wine industry is the apparent gap between perceptions, research and actual purchasing patterns, especially when it comes down to the dry to sweet flavour spectrum.

The anomaly, still surprisingly overlooked by the majority of wine producers, is that while consumers participating in surveys overwhelmingly suggest that they prefer drier styles, they tend to opt for sweeter variants when actually visiting the wine aisle. Even more troublingly, consumer perceptions of what constitutes ‘dry’ vary from country to country and in most cases directly oppose industry definitions or stereotypes.

Continue reading ›

DID YOU KNOW?

Irish Whiskey the most dynamic spirits category in 2012

China to account for over half of global volume growth

Champagne is reflecting the peaks and troughs of Western economies

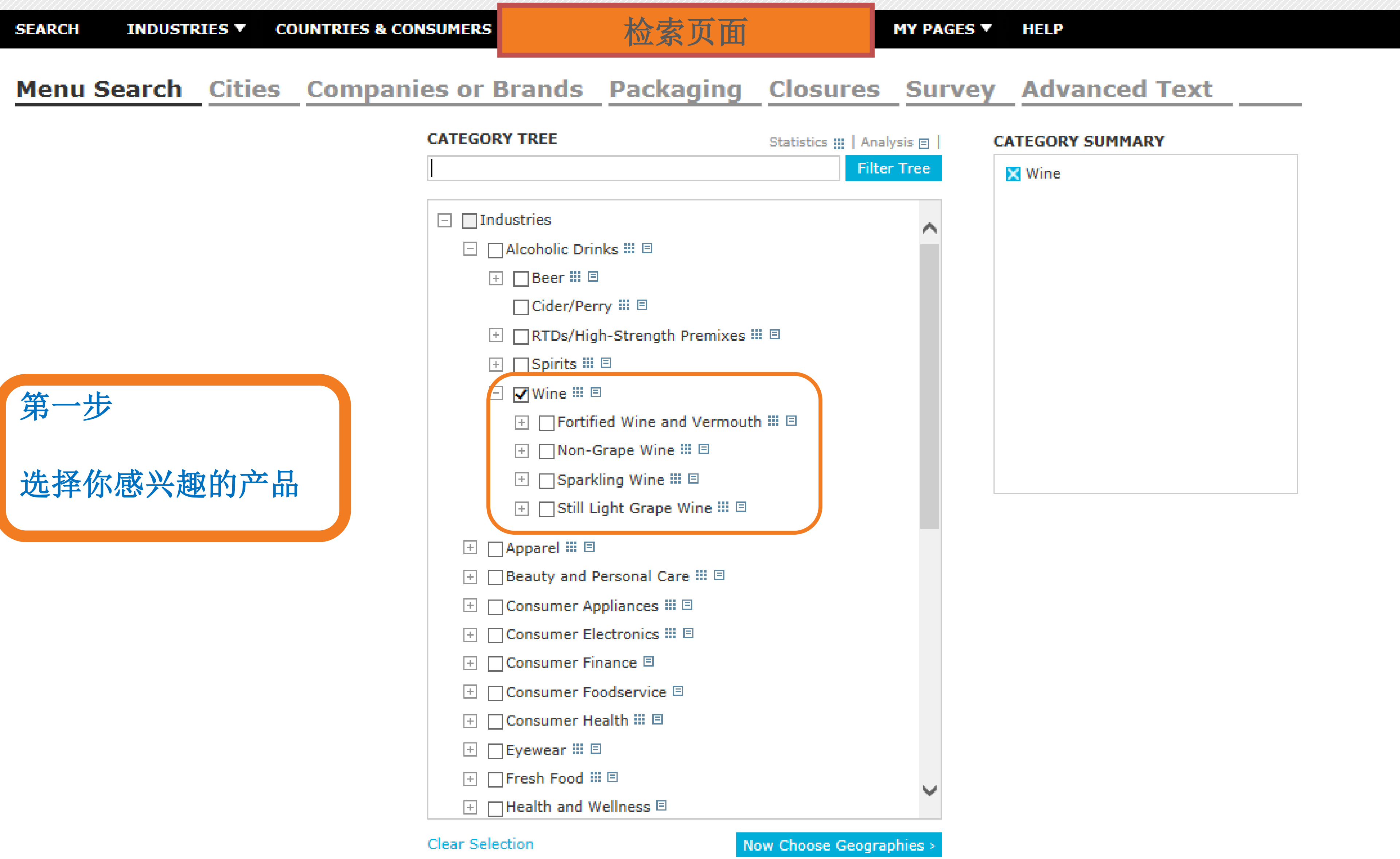
Load More ▼

LATEST RESEARCH | More ›

Caspian Beverage Holding AO in Alcoholic Drinks (Kazakhstan)
Local Company Profile | 14 June 2013

Beer in Kazakhstan

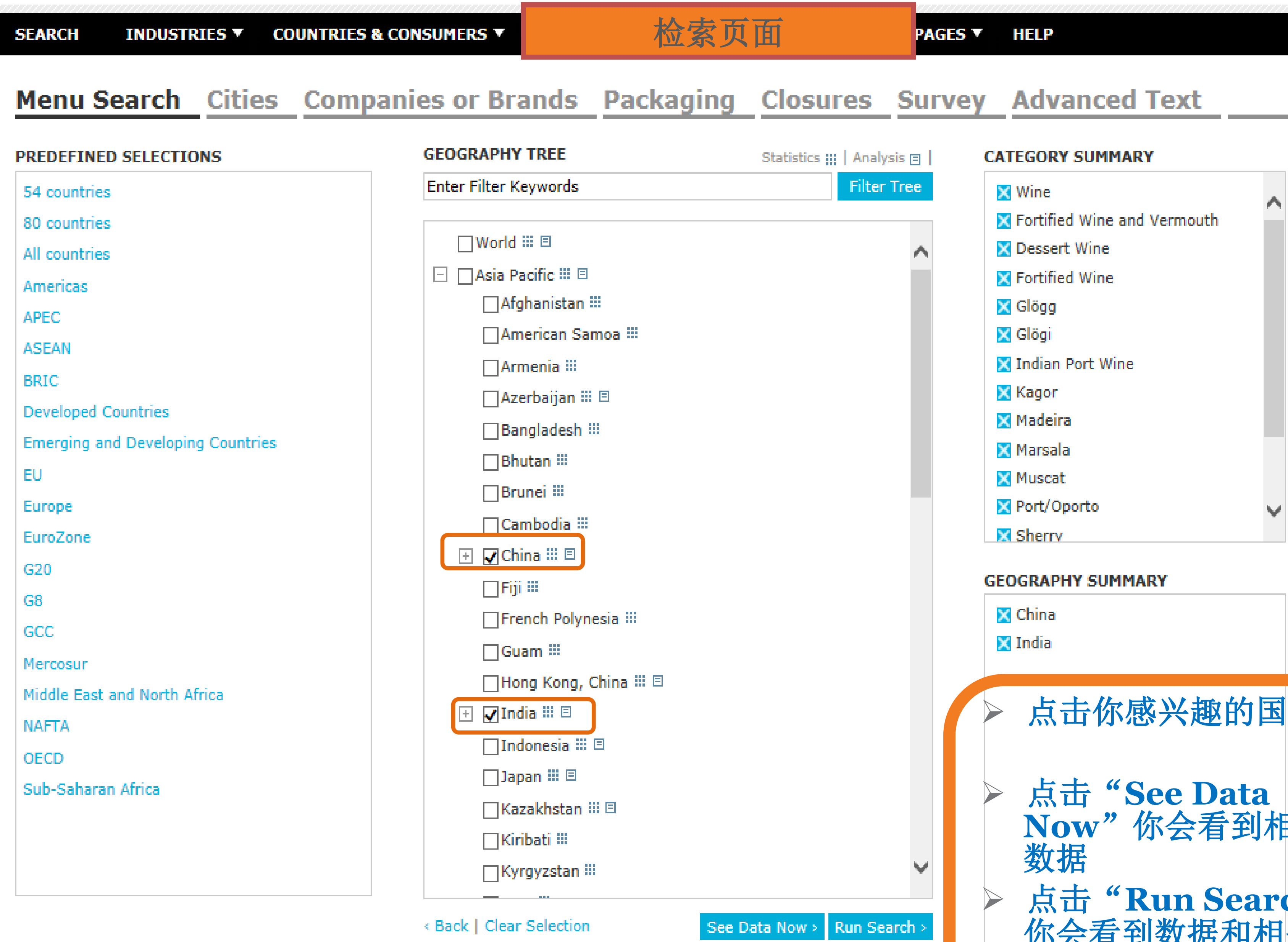
检索数据报告


SEARCH
INDUSTRIES ▼
COUNTRIES & CONSUMERS
检索页面
MY PAGES ▼
HELP
Menu Search
Cities
Companies or Brands
Packaging
Closures
Survey
Advanced Text
CATEGORY TREE
Statistics | Analysis |
Filter Tree
Industries
Alcoholic Drinks
Beer
Cider/Perry
RTDs/High-Strength Premixes
Spirits
Wine
Fortified Wine and Vermouth
Non-Grape Wine
Sparkling Wine
Still Light Grape Wine
Apparel
Beauty and Personal Care
Consumer Appliances
Consumer Electronics
Consumer Finance
Consumer Foodservice
Consumer Health
Eyewear
Fresh Food
Health and Wellness
Clear Selection
Now Choose Geographies ›
CATEGORY SUMMARY
Wine
第一步
选择你感兴趣的产品

检索数据报告—续

- 点击左边“+”展开所有子项目
- 点击左边小方块选择感兴趣产品栏目
- 点击“Now Choose Geographies”选择地理范围

检索数据报告—续



- 点击你感兴趣的国家
- 点击“See Data Now”你会看到相关数据
- 点击“Run Search”你会看到数据和相关文章

检索数据报告—续

➢ 点击“See Data Now”你会看到的页面

数据导出键

数据处理功能键可以对数据的币值单位、增长率等进行数据转换

你可以按需要改变时间（包括预测年份数据）

你可以按需要变换数据类型

➢ 下面一起来看

➢ 点击“Run Search”你会看到数据和相关文章的页面

检索数据报告—续

SEARCH | INDUSTRIES ▼ | COUNTRIES & CONSUMERS ▼ | CAMI | SURVEY | CONSULTING | MY PAGES ▼ | HELP

Modify Search | **Results List** | Statistics | Analysis

数据与报告间切换

FILTER RESULTS

by Category
- Wine (69)
- Alcoholic Drinks (53)
- Spirits (29)
- Beer (18)
- Still Light Grape Wine (16)
- Whiskies (15)
- Sparkling Wine (12)
- White Spirits (8)
- Brandy and Cognac (7)
- Champagne (7)
- Liqueurs (7)

by Geography
- World (12)
- Asia Pacific (44)
- Australasia (8)
- Eastern Europe (14)
- Latin America (9)
- Middle East and Africa (7)
- North America (25)
- Western Europe (29)
- Australia (5)
- Belgium (1)
- Brazil (6)

by Statistics
- Market Sizes
- Company Shares
- Brand Shares
- Distribution
- Pricing
- Exports by Country - Value
- Exports by Country - Volume
- Imports by Country - Value
- Imports by Country - Volume

RESULTS | Sort by Relevance

- Market Sizes Statistics | Apr 2013 | Show details...
- Company Shares Statistics | Apr 2013 | Show details...
- Brand Shares Statistics | Apr 2013 | Show details...
- Distribution Statistics | Apr 2013 | Show details...
- Pricing Statistics | Apr 2013 | Show details...
- Exports by Country - Value Statistics | Apr 2013 | Show details...
- Exports by Country - Volume Statistics | Apr 2013 | Show details...
- Imports by Country - Value Statistics | Apr 2013 | Show details...
- Imports by Country - Volume Statistics | Apr 2013 | Show details...
- Off-trade vs On-trade Statistics | Apr 2013 | Show details...
- Products by Ingredient Statistics | Apr 2013 | Show details...
- Trade Statistics - Value Statistics | Show details...
- Trade Statistics - Volume Statistics | Apr 2013 | Show details...
- Urban vs Rural Statistics | Apr 2013 | Show details...
- Wine in China Category Briefing | Jul 2013 | Show details...
- Wine in India Category Briefing | Mar 2012 | Show details...
- Yantai Changyu Pioneer Wine Co Ltd in Alcoholic Drinks (China) Local Company Profile | Jul 2013 | Show details...
- Zhejiang Guyue Longshan Shaoxing Wine Co Ltd in Alcoholic Drinks (China) Local Company Profile | Jul 2013 | Show details...
- Pernod Ricard India Pvt Ltd in Alcoholic Drinks (India) Local Company Profile | Mar 2012 | Show details...
- Samant Soma Wines Ltd in Alcoholic Drinks (India) Local Company Profile | Mar 2012 | Show details...
- United Spirits Ltd in Alcoholic Drinks (India) Local Company Profile | Mar 2012 | Show details...
- EU versus China: Wine, Solar Panels and a Game of Chicken Opinion | Jun 2013 | Show details...
- The Discovery of India(n female drinkers) Opinion | May 2013 | Show details...
- Möet Hennessy's Chinese Sparkling Wine to Hit Shelves in 2014 Opinion | Jan 2013 | Show details...

利用Filter来过滤您的检索报告

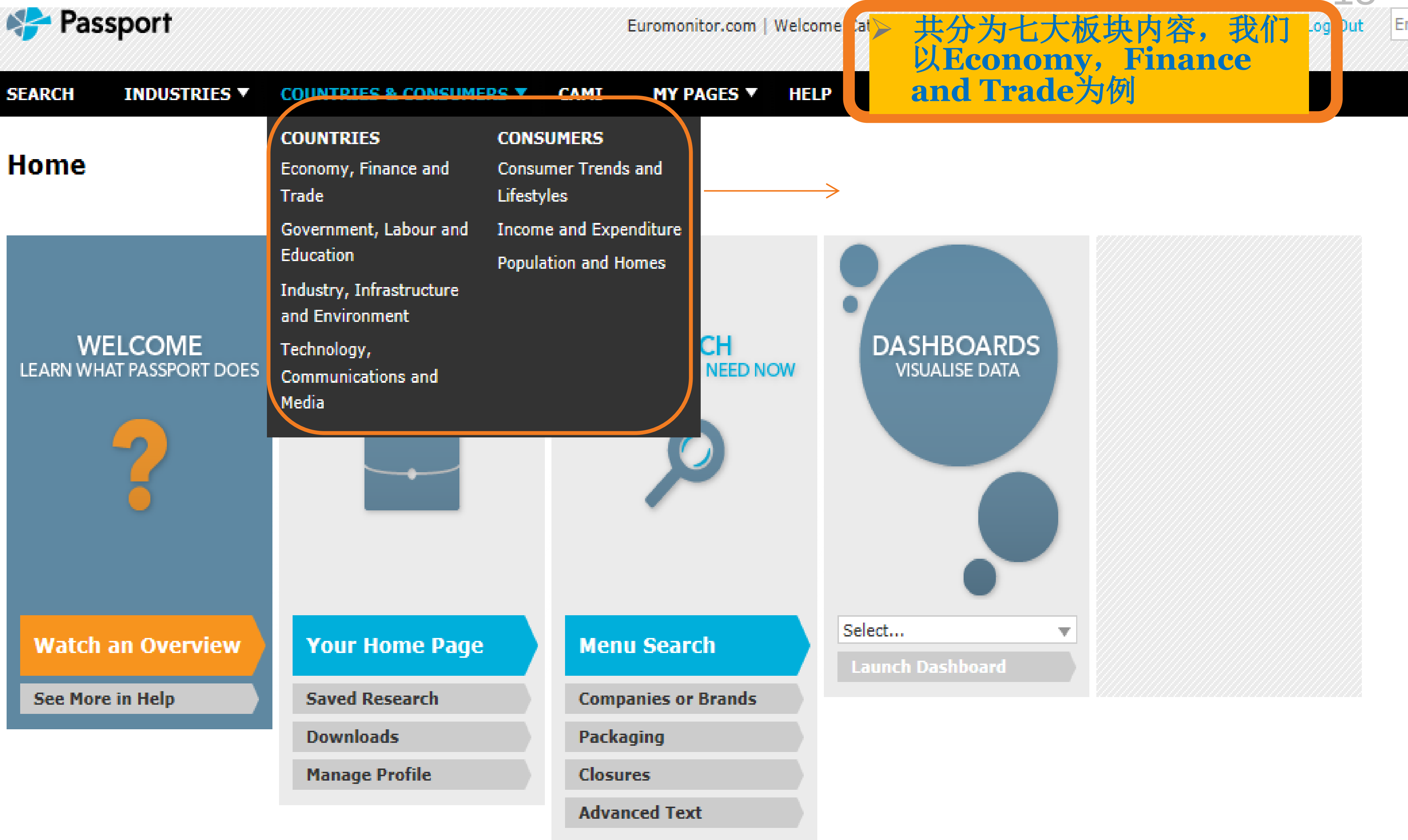
Results list 包含了所有和您检索相关的数据和报告

国家和消费者检索方法

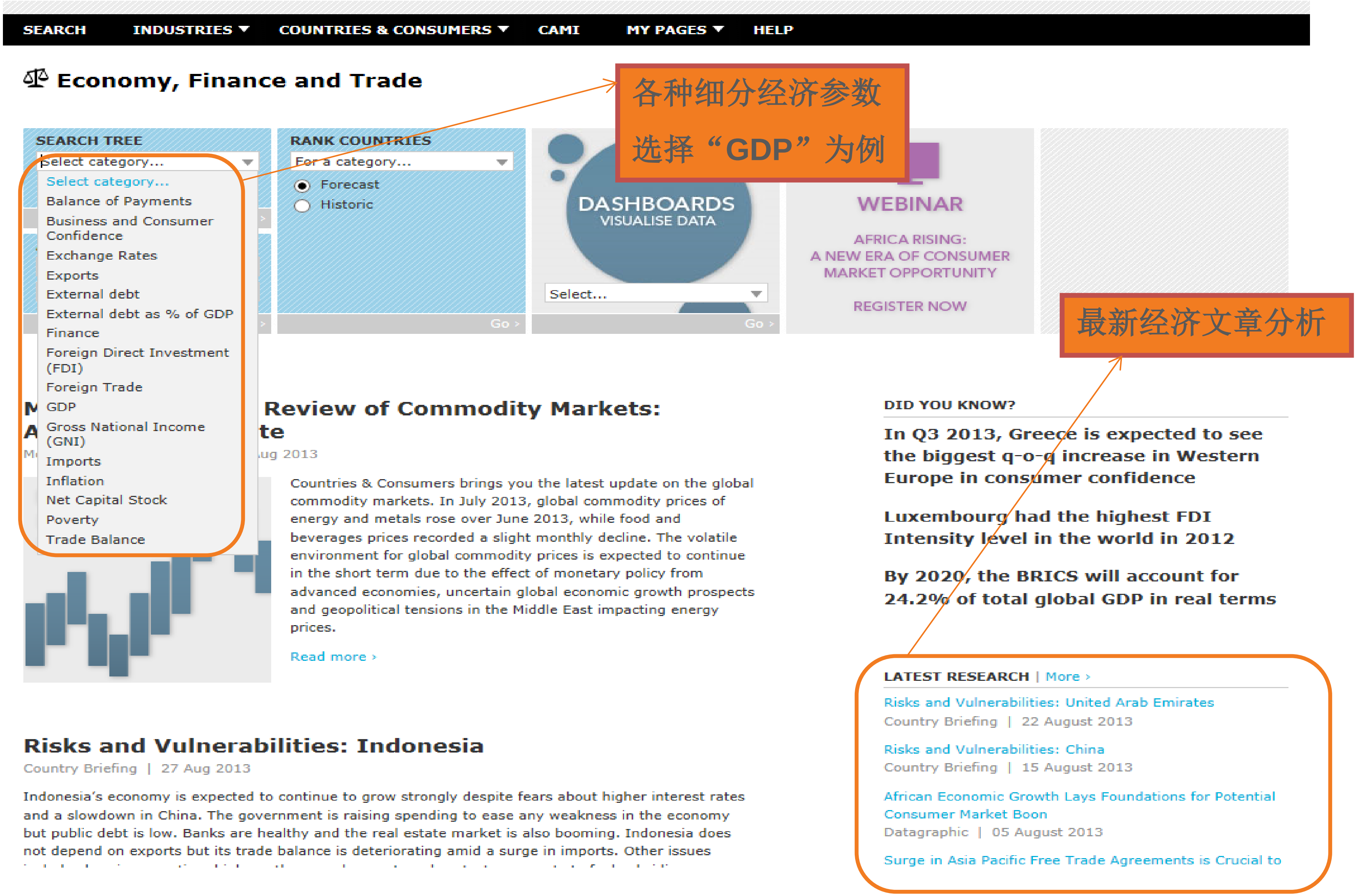
Countries	Consumers
❑ Economy Finance and trade	❑ Population and homes
❑ Government labor and education	❑ Income and expenditure
❑ Industry ,infrastructure and Environment	❑ Consumer trends and lifestyles
❑ Technology ,communication and media	

国家和消费者主页

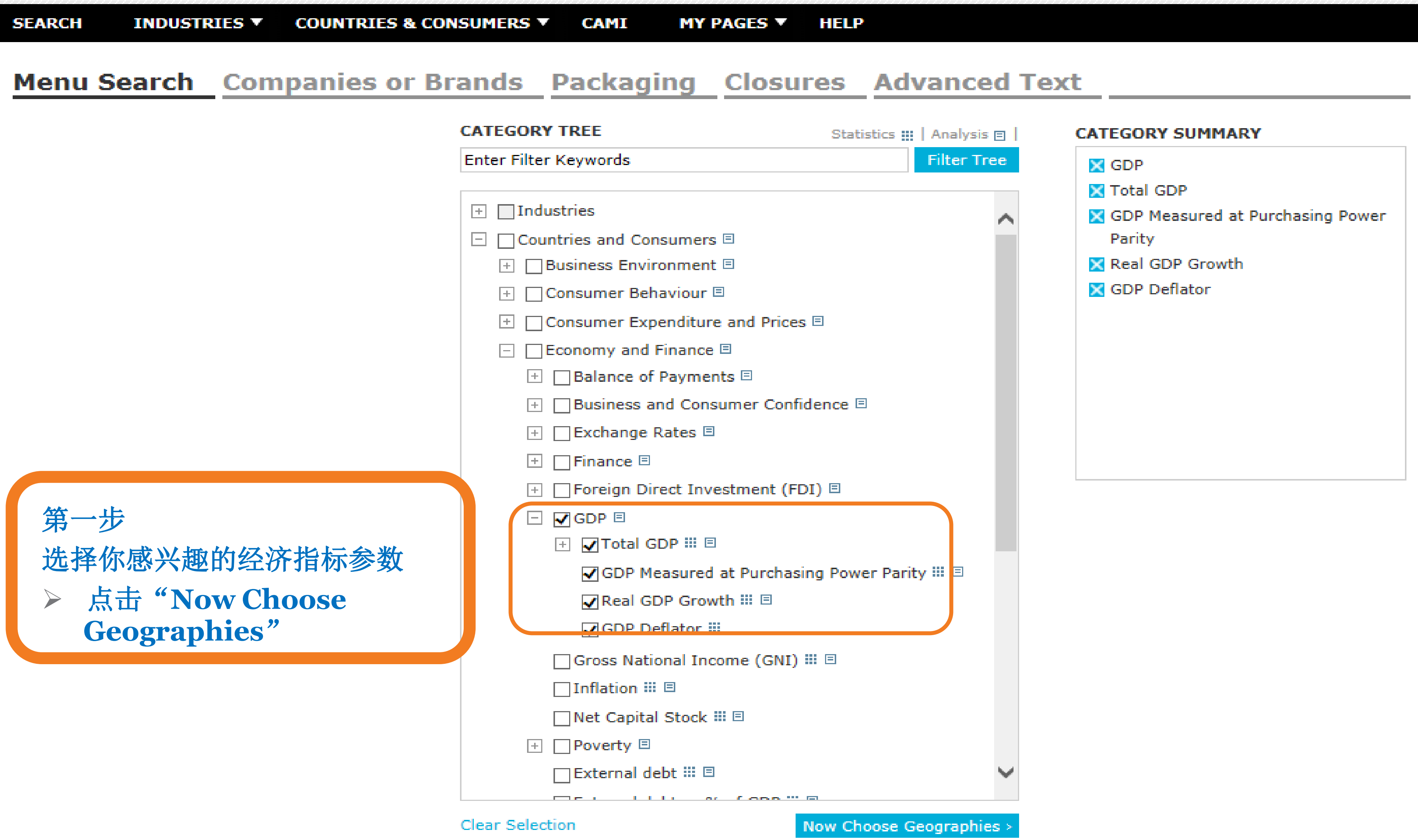
共分为七大板块内容，我们以Economy，Finance and Trade为例



ECONOMY, FINANCE AND TRADE 主页



ECONOMY, FINANCE AND TRADE 数据报告搜索

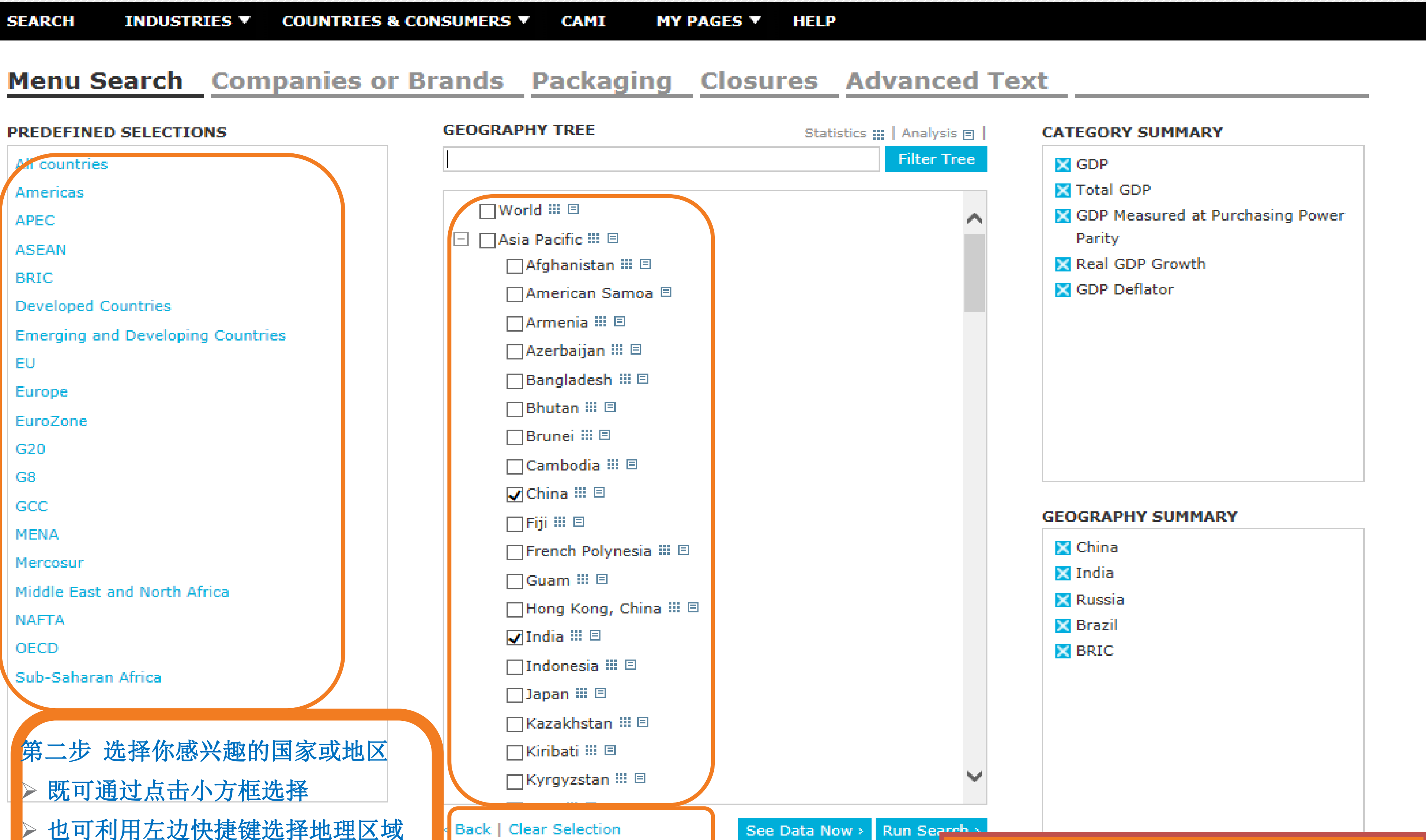


第一步

选择你感兴趣的经济指标参数

- 点击“Now Choose Geographies”

ECONOMY, FINANCE AND TRADE 数据报告搜索

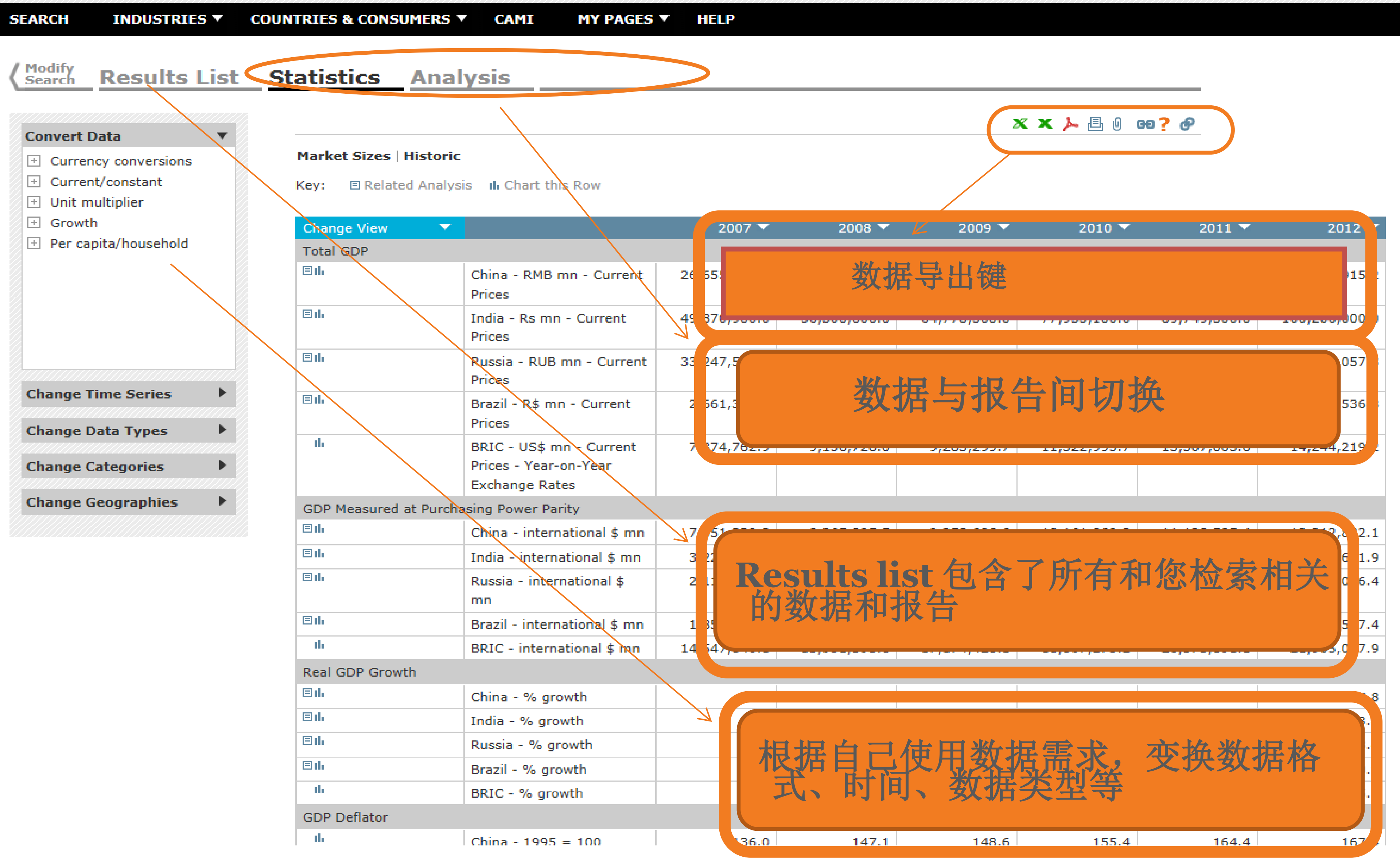


第二步 选择你感兴趣的国家或地区

- 既可通过点击小方框选择
- 也可利用左边快捷键选择地理区域
- 这里我们选择“BRIC”
- 点击“See Data Now”

- 此处也可通过“Back”回到上个页面
- 通过“Clear Selection”清空所选内容

ECONOMY, FINANCE AND TRADE 数据报告搜索



最后请同学们和老师注意：页面“HELP”键

Passport

HELP HELP VIDEOS FAQ DEFINITIONS UPDATE SCHEDULE ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES CONTACT US

Passport Help

SECTIONS

- Help Videos
- FAQ
- Definitions
- Update Schedule
- About Passport
- Methodology
- Calculation Variables
- Contact Us

ABOUT HELP

Welcome to Passport Help. Use the dropdown HELP navigational tool in the orange bar to jump from section to section. We suggest you begin with the Getting Started Video and Frequently Asked Questions (FAQ).

- **FAQ常见问题**
- **Help Videos使用视频**
- **Definitions行业定义**
- **Methodology方法论**

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TECH SUPPORT

If you are experiencing technical problems with Passport please call or email our technical support team.

Asia Pacific

Asia Pacific Support

+65 6429 0590

EUROMONITOR INTERNATIONAL

PASSPORT数据库使用案例分享—以零售行业、软饮料行业和国家与消费者数据库为例

Consumer Products 快速消费品

- Alcoholic Drinks 含酒精饮料
- Apparel 服装鞋类
- Automotive 汽车
- Beauty & Personal Care 化妆品个人护理品
- Consumer Appliances 家电行业
- Consumer Electronics 消费电子产品
- Consumer Health 非处方药品
- DIY & Gardening DIY和园艺用品
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- Fresh Food 生鲜食品
- Health & Wellness 健康食品保健品
- Home Care 家庭清洁护理
- Hot Drinks 热饮料
- House wares 家具与家居用品
- Luxury Goods 奢侈品
- Packaged Food 包装食品
- Pet Care 宠物食品护理品
- Personal Accessories 个人用品
- Soft Drinks 软饮料
- Tissue & Hygiene 家庭用纸
- Tobacco 烟草行业
- Toys & Games 玩具与游戏

Services 服务行业

- Consumer Finance 个人金融服务
- Consumer Foodservice 餐饮行业
- Retailing 零售行业
- Travel & Tourism 旅游业

Suppliers 供应商

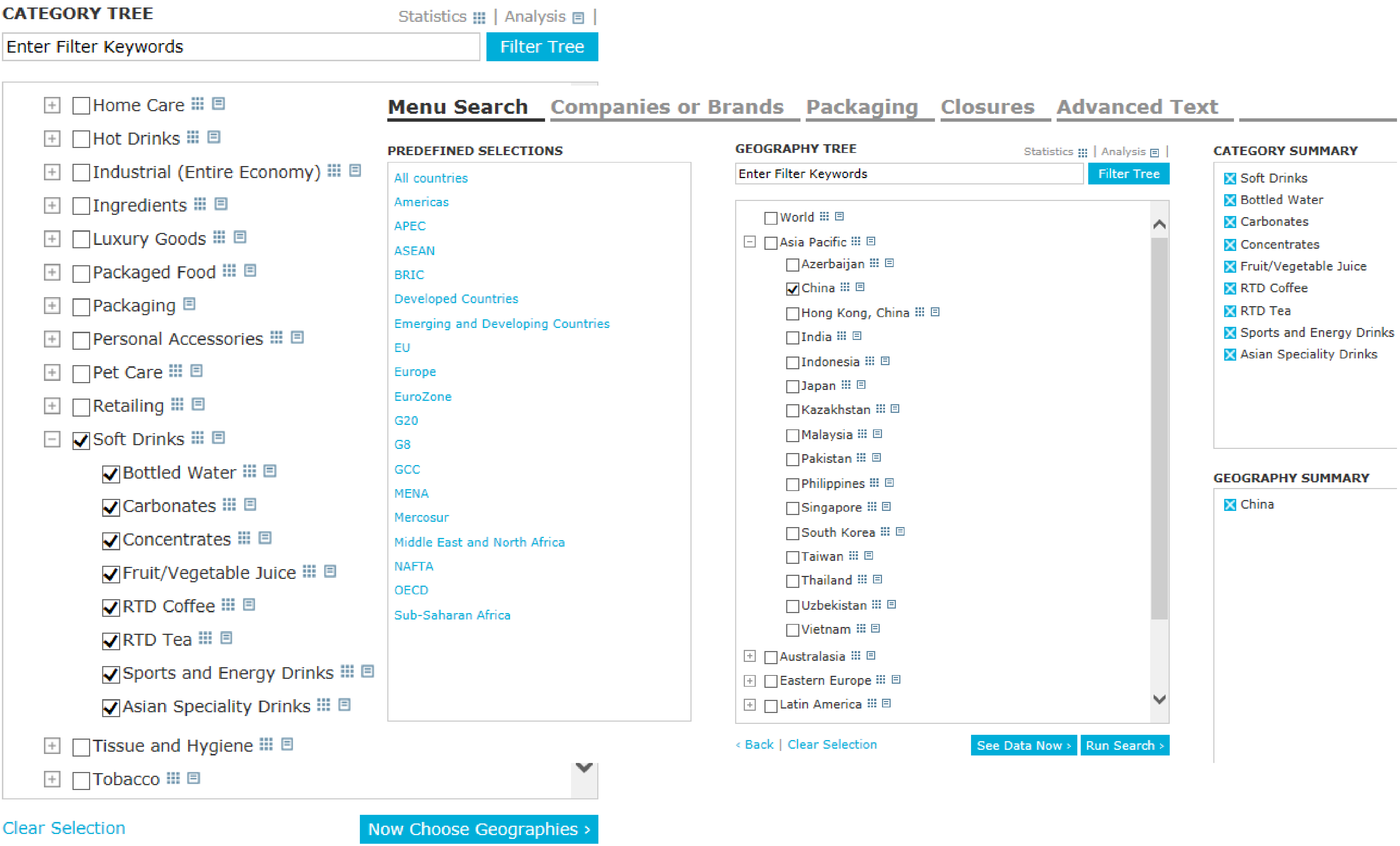
- Industrial 工业
- Ingredients 原料行业
- Packaging 包装行业

Countries and Consumers 国家与消费者

- Business Environment 商业环境
- Consumer Trends & Lifestyles 消费趋势与消费者生活习惯
- Economy, Finance & Trade 经济,金融,贸易
- Government, Labour & Education 政府,劳动力及教育
- Income & Expenditure 收入及支出
- Industry, Infrastructure & Environment 工业发展, 公共建设与环境
- Population & Homes 人口与家庭分布
- Technology, Communications & Media 科技,通讯及媒体

EUROMONITOR INTERNATIONAL

欧睿Passport数据库所覆盖的软饮料行业及包含的信息



EUROMONITOR INTERNATIONAL

欧睿软饮料行业

Modify Search | Results List | **Statistics** | Analysis

数据输出功能

Convert Data

- Volume conversions
- Unit multiplier
- Growth
- Per capita/household
- Unit price

Change Time Series

Change Data Types

Change Categories

Change Geographies

More Results

- Market Sizes
- Company Shares
- Brand Shares
- Distribution
- Pricing
- Flavours
- Off-trade vs On-trade
- Products by Ingredient

Market Sizes | Historic | Off-trade Volume | mn litres

Key: Related Analysis Chart this Row Company Shares Brand Shares Distribution Pricing Flavours Off-trade vs On-trade Products by Ingredient

Change View	2007	2008	2009	2010	2011	2012
China						

每一个按钮都代表一个功能

行业市场份额，公司份额、品牌份额，未来预测分析等应有尽有

行业定义，区域定义，计算变量和数据来源问题

Category definitions | Region definitions | Calculation variables

Research Sources:

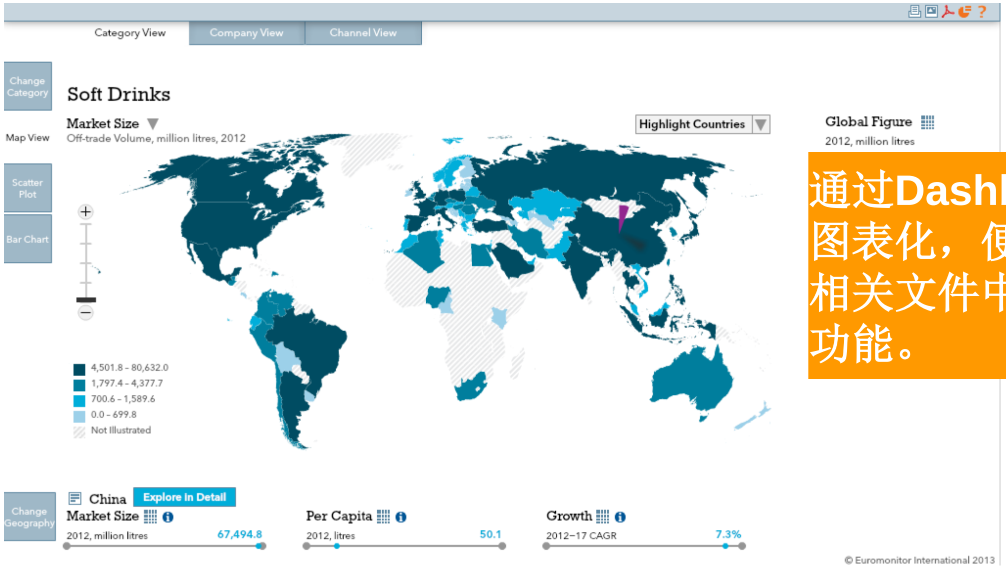
1. Soft Drinks: Euromonitor from trade sources/national statistics

Category Definitions

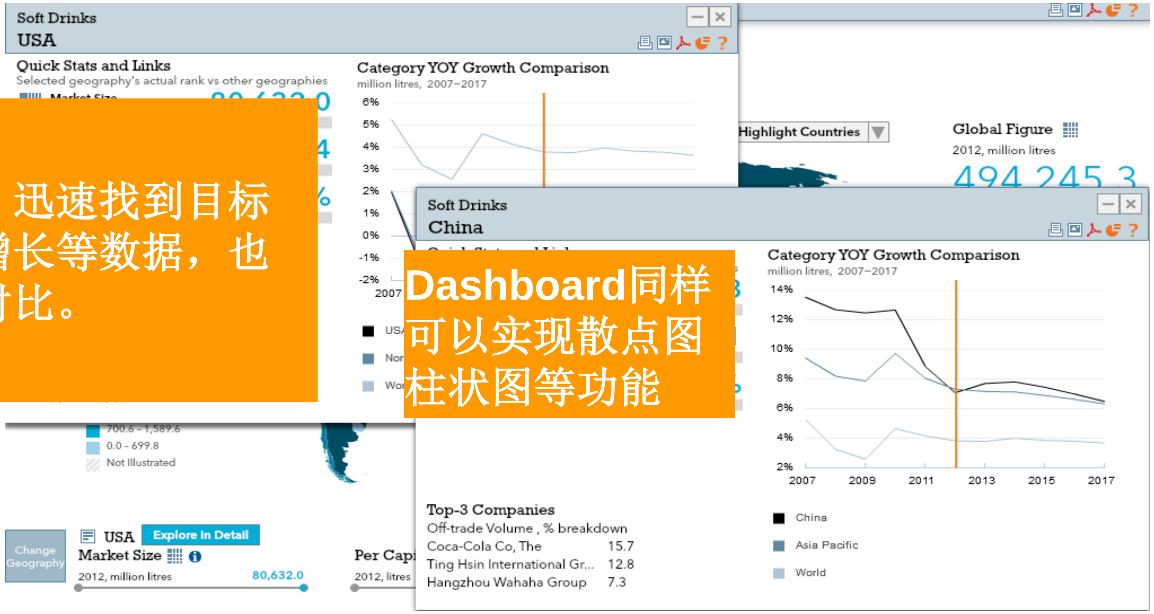
Soft Drinks

This is the aggregation of the following categories; Carbonates, Fruit/vegetable juice, Bottled water, Functional drinks, Concentrates, RTD tea, RTD coffee and Asian speciality drinks.

欧睿软饮料行业—Dashboard功能（广泛应用于教师课件中）



通过Dashboard可以把软饮料行业数据图表化，便于老师和学生使用在课件和相关文件中。图表同样可以实现多种输出功能。



可以通过点选地图图表，迅速找到目标国家市场规模，人均和增长等数据，也可迅速实现多区域图表对比。

Dashboard同样可以实现散点图柱状图等功能

EUROMONITOR INTERNATIONAL

欧睿软饮料行业—文章分析（广泛应用于教学案例中）

Modify Search | Results List | Statistics | **Analysis** | Related Analysis

TRANSLATION

Choose a Language

- Español
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Asian Speciality Drinks in China

Category Briefing | 10 Apr 2013

HEADLINES

- Asian speciality drinks gains 9% in total volume terms to reach 15 billion litres in 2012
- Booming growth is driven by new launches in 2012
- Other Asian speciality drinks witnesses the strongest off-trade volume growth
- The average unit price of Asian speciality drinks increases by 4% in 2012
- Ting Hsin International Group leads the category in 2012 with a 21% off-trade value share, but Jiaduobao leads off-trade value share at 17%
- Asian speciality drinks is projected to see a 10% CAGR in volume terms over the forecast period

TRENDS

- Over the review period, Asian speciality drinks were recognised for their health benefits and experienced strong growth in both volume and value terms. The rise of the health and wellness trend in China was one key driver of growth in Asian speciality drinks throughout the review period as these beverages are considered to be a healthier alternative to other types of soft drinks. Besides, the fierce competition within Chinese herbal tea was another driver of growth in this category.
- Asian juice drinks has experienced booming growth, boosted by follow-up launches of a variety of new products from leading market players such as Ting Hsin International Group and President Enterprises (China) Investment Co Ltd. Other Asian speciality drink categories, such as Asian still RTD tea and cereal/pulse-based drinks, witnessed slower growth rate during 2012. Out-of-fashion brand image as well as few new product developments resulted in lower growth performance.
- Other Asian speciality drinks, mainly due to its comparatively small consumer base, registered the highest total volume growth in 2012 at 15%. Other Asian speciality drinks are becoming a preferred choice of drinks by consumers as many overweight consumers have switched from dairy products to other Asian speciality drinks, such as peanut milk and almond juice, because they believe that

Related Industry Reports

- Beverages in Consumer Foodservice: The Best Portfolio Wins
- Bottled Water in 2011: Building on a Rebound in Growth
- Bottled Water in China
- Bottled Water: Finding the Profit Amidst the Volume
- Carbonates in China
- Carbonates: Tapping Growth Potential
- Concentrates in China
- Drinking Cultures of the World – Globalisation

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Related Company Profiles

- Beijing Huiyuan Beverage & Food Group Corp in Soft Drinks (China)
- Coca-Cola China Ltd in Soft Drinks (China)
- Guangdong Jiaduobao Beverage & Food Co Ltd in Soft Drinks (China)
- Hangzhou Wahaha Group in Soft Drinks (China)
- President Enterprises (China) Investment Co Ltd in Soft Drinks (China)
- Ting Hsin International Group in Soft Drinks (China)

所有相关公司信息

Related Articles

- Asahi Expands Beverage Portfolio Through Calpis Acquisition
- Taiwan's Food and Beverage Scandal
- Nestlé's Yinlu Purchase Reflects Measured Approach to Chinese Soft Drinks Market

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EUROMONITOR INTERNATIONAL

行业评论文章 – 从国家商业环境角度提供行业分析

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Business Environment: China

Country Briefing | 27 Aug 2013

Despite a moderation in the pace of economic growth, China's economy remains highly competitive, backed by its large consumer market with rising incomes, fast-growing infrastructure and increasing focus on innovation. The business environment, however, continues to be hampered by corruption, red tape, ambiguous regulations and high taxes. As China's labour costs are rising and productivity growth slows, the country faces growing competition from regional countries in attracting investments.

EXECUTIVE SUMMARY

- China's business environment continues to be affected by a lack of reforms, high levels of bureaucracy and prevalent corruption. The country ranked 91st out of 185 countries in the World Bank's Ease of Doing Business 2013 report, ahead of India (132nd) but behind South Africa (39th);
- Although certain restrictions still exist in China's trade and foreign direct investment (FDI) regulations, the country was the world's second largest FDI recipient in 2012 with a total inflow of RMB764 billion (US$121 billion). Foreign investors continue to be attracted by China's fast-growing, huge domestic market and rapid infrastructure development. FDI intensity levels, however, are declining and stood at 1.5% of total GDP in 2012, compared to 2.4% in 2007;
- China's tax system remains complex, while the high tax level has been a burden for businesses. According to Doing Business 2013, China's total tax rate as a percentage of total profits for businesses operating in China was 63.7%, much higher than the East Asia & Pacific average of 34.5%;
- China's innovation capacity has improved significantly, as reflected by a rising number of patent grants. Total spending on research and development (R&D) activities peaked at RMB1.0 trillion (US$162 billion) in 2012, equivalent to 2.0% of total GDP in the year. China is also the world's largest telecommunications market in terms of subscription numbers;

Chart 1 Ease of Doing Business Ranking 2012-2013

Ranking out of 183 countries for 2012 and 185 countries for 2013

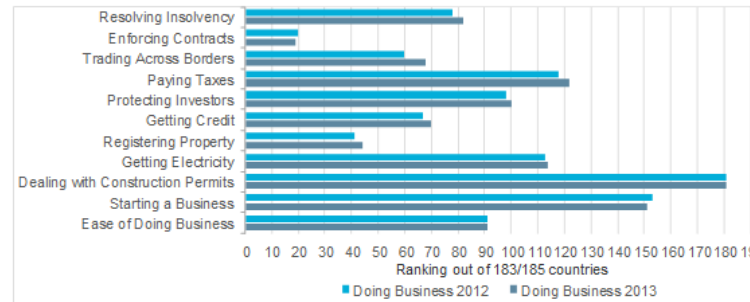
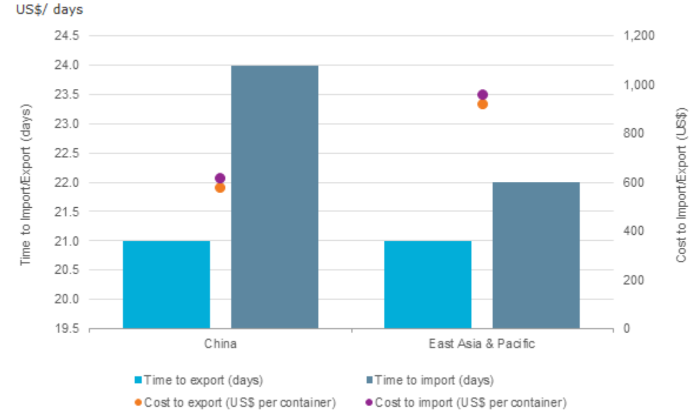


Chart 3 Trading Across Borders Time and Cost to Import/ Export: 2012

US$/ days



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行业评论文章 – 从国家未来人口角度解析行业目标客户

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China in 2030: The Future Demographic

Future Demographics | 22 May 2012

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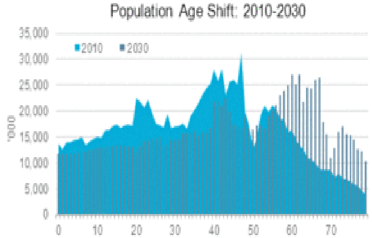
CHINA IN 2030

Summary

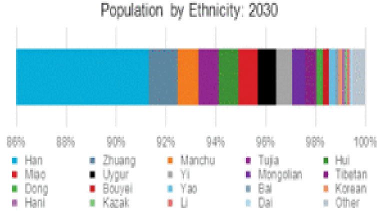
Population: 1.39 billion
Median age: 47.5 years
Life expectancy: 77.1 years

Fastest-growing Major Cities: 2010-2030
1. Dongguan
2. Shenzhen
3. Chengdu

Population Age Shift: 2010-2030



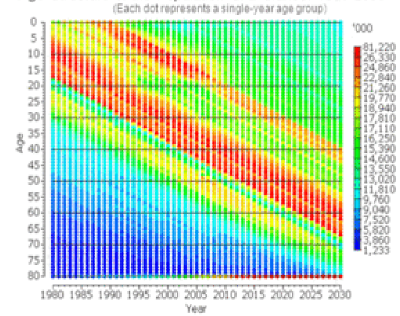
Population by Ethnicity: 2030



CHINA IN 2030

Population past, present and future

Age Structure of the Population at a Glance: 1980-2030
(Each dot represents a single-year age group)



Source: Euromonitor International from national statistics/UN

Reading the chart: This "heat chart" depicts changes in the age structure of the population over time. Each dot represents the number of people in a specific (single year) age group in a given year. Accordingly, a dark red dot shows the largest concentration of people, by age, in a particular year while deep blue dots refer to the lowest concentrations. The areas of red therefore represent a large potential market in demographic terms.

- In 2030, the population of China will reach 1.39 billion, an increase of 4.5% from 2010. Growth will be mainly driven by huge increases in the number of those aged 60 and over. The population of this age group will rise by nearly 255 million in 2010-2030 – an increase of 128%. This group will account for 32.5% of total population by 2030.
- Those aged 57-67 years of age, as denoted by the large area of red on the heat chart, will be the most populous age group in 2030. This group will number more than 274 million in 2030 and represent 19.7% of total population.
- The number of people aged 0-49 years will fall by over 212 million or 22.2% in 2010-2030. Meanwhile, the population aged 52-55 years will drop by 8.3 million or 10.2%.
- Population trends in China will be driven by falling birth rates and an increasing elderly population in 2010-2030. The number of deaths will overtake live births in 2028 causing population to decline for the first time.

欧睿零售行业分类

- ❑ 进一步了解当地零售环境及领先软饮料销售渠道信息
- ❑ 寻找当地领先零售商进行合作

店面零售	非店面零售
▪ 百货零售商 -现在零售渠道 -超市 -大卖场 -便利店 -…… -传统零售渠道 ▪ 非百货零售商 -居家及园艺专业零售商 -电器与设备专业零售商 -杂货零售商 -……	▪ 直销 ▪ 家庭购物 ▪ 互联网零售 ▪ 自动售货机

全球零售行业分析

Market Sizes | Historic | Retail Value RSP excl Sales Tax | US$ mn | Current Prices | Year-on-Year Exchange Rates

Key: Related Analysis Chart this Row Company Shares Brand Shares

Change View		2008	2009	2010	2011	2012	2013
World							
	Hypermarkets						
	Electronics and Appliance Specialist Retailers						
	Home and Garden Specialist Retailers						

全球各零售渠道市场规模

Market Sizes | Historic

Key: Related Analysis Chart this Company Shares Brand Shares

Change View		2008	2009	2010	2011	2012	2013
World							
	Hypermarkets - Selling space - '000 sq m						
	Hypermarkets - Sites/outlets - outlet						
	Electronics and Appliance Specialist Retailers - Selling space - '000 sq m						
	Electronics and Appliance Specialist Retailers - Sites/outlets - outlet						
	Home and Garden Specialist Retailers - Selling space - '000 sq m						
	Home and Garden Specialist Retailers - Sites/outlets - outlet						

全球各零售渠道门店数、面积

EUROMONITOR INTERNATIONAL

全球零售行业分析

Change View	Brand	Company name (GBO)	2008	2009	2010	2011	2012	2013
World								
Hypermarkets								
	Walmart	Wal-Mart Stores Inc						
	Carrefour	Carrefour SA						
	Tesco	Tesco Plc						
	Auchan	Auchan Group SA						
	E Leclerc	E Leclerc						
	Asda	Wal-Mart Stores Inc						
	Kaufland	Schwarz Beteiligungs GmbH						
选择你感兴趣的细分品类								
	Best Buy	Best Buy Co Inc						
	Media Markt/Saturn	Metro AG						
	Apple	Apple Inc						
	Yamada Denki	Yamada Denki Co Ltd						
	Suning	Suning Appliance Co Ltd						
	Gome	GOME Electrical Appliances Holding Ltd						
选择你感兴趣的细分品类								
	Home Depot	Home Depot Inc, The						
	IKEA	Inter Ikea Systems BV						
	Lowe's	Lowes-Manhattan Pty Ltd						
	Leroy Merlin	Adeo Groupe						
	Bed Bath & Beyond	Bed Bath & Beyond Inc						
	Obi	Tengelmann Group, The						
	Castorama	Kingfisher Plc						
	Menards	Menards Inc						
	Bauhaus	Bauhaus GmbH & Co KG						

零售行业也可看到行业预测信息

按照不同品类找出适合的零售渠道

找到适合零售渠道，寻找合作模式

- 掌握了全球软饮料行业领先渠道分布后，可按销售额来寻找领先渠道商进行合作。

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- Soft Drink New Product Development: The Search for Function-Flavour-and-Health
- The Ingredient Curve: More Food in Our Food

Chinese Soft Drinks Retailing Turns To E-Commerce

Article | 23 Sep 2011

Internet retailing showed a strong growth trend in the Chinese soft drinks market between 2005 and 2010. On-line sales rose by 72% between 2009 and 2010 alone, although internet retailing still accounted for less than 1% of total soft drinks sales in volume terms in 2010.

Because of the increasingly hectic lifestyles in cities, Chinese people are looking for more convenient purchasing methods, spurring a boom in business-to-consumer (B2C) websites. Websites like www.yihaodian.com and www.womai.com specialise in food and beverage sales. Some other B2C websites which previously focused on selling electronics products, such as www.360buy.com, have now started to sell soft drinks. In addition to convenience, the lower prices of the soft drinks sold on-line in comparison to store-based outlets has helped make this purchasing option attractive.

Imported drinks on the rise

The growth of internet retailing has contributed to sales of premium and imported soft drinks. Because of the narrow distribution networks across China, premium products and imported products are often difficult to find in store-based channels. However, these kinds of products are readily available on B2C websites, because there is not the problem of niche products occupying valuable shelf space on B2C websites, and such products provide high profit margins for the website owners. For example, the premium fruit juice Lohas is widely distributed on COFCO's B2C website Womai. Similarly, imported bottled water brands, such as Evian and Perrier, are listed on the website of Yihaodian. Internet retailing thus provides consumers with a convenient way to purchase premium and imported soft drinks.

B2C websites are not just a sales channel for soft drinks but also provide an exhibition platform for new launches. More manufacturers are choosing to launch their new products simultaneously in store-based outlets and on B2C websites, because many young people are less likely to go to supermarkets and hypermarkets than they are to visit B2C websites. Hence, new launches have a greater possibility of being noticed through B2C websites.

Proliferation of web-based retailing ahead

Internet retailing of soft drinks is expected to continue to see strong growth through 2015. Through their growing experience of B2C websites, consumers have become more convinced of the security and product quality of goods purchased through internet retailing.

In December 2010, one of the leading Chinese B2C websites, www.dangdang.com, was listed on the New York Stock Exchange, which is likely to lead to even fiercer competition among existing B2C websites, and more B2C websites are expected to appear. Although soft drinks are unlikely to become

CHANNEL FORMATS

Chart 1 Electronics and Appliance Specialist Retailers: Electronic City in Jakarta

Source: Euromonitor International

Chart 2 Electronics and Appliance Specialist Retailers: Agis Electronic in Jakarta

Source: Euromonitor International

EUROMONITOR INTERNATIONAL

全球领先零售商简报

WAL-MART STORES INC IN RETAILING (WORLD)

STRATEGIC EVALUATION

Key company facts

- Wal-Mart managed to increase its share of global retail in 2012 thanks to a decent performance in the US and sustained growth in emerging markets. Its largest competitor Carrefour is in the middle of a recovery plan which caused sales growth to falter, propelling Seven & I to the world's second largest retailer's spot.
- In the US, Wal-Mart managed to re-establish itself as a value retailer and go back to what it does best: provide low prices for the larg choice.
- Revenue rose by 5% in financial year 2 almost US$470 billion and was again dr international sales which accounted for sales versus 28% in 2011. Countries su Brazil and China have offset the slump i developed markets such as the UK.
- Operating income increased by 4.7% in versus 4% only the year before. Profit m stable at 6%, thus reflecting the relative of the group's Everyday Low Cost strate (EDLC) and better capital allocation.

Wal-Mart Stores Inc	
Headquarters:	US
Regional involvement:	Glc
Category involvement:	Hy clu dis inte
World retailing value	3.3

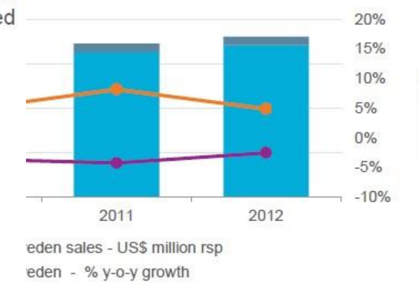
INTER IKEA SYSTEMS BV IN RETAILING (WORLD)

Internationalism key to Ikea success

- Sweden, nominally the company's domestic market, fell in importance for Ikea over the review period, with sales from the market generating 6% of global values in 2012 compared to 7% in 2007. Ikea's domestic sales have been in decline since 2009, as its limited number of stores (17 in 2012, compared to 122 outlets for its rival Jysk) meant reduced consumer footfall during a period when petrol prices rose and consumer reluctance to spend grew.

npany's strategy, although this is hardly a navia in 1973, and Germany has been its easingly helped by Ikea's franchising with franchises in Africa and the Middle ar, Egypt and Oman over the forecast

ture and Homewares Stores



CARREFOUR SA IN RETAILING (WORLD)

COMPETITIVE POSITIONING

Carrefour's sales growth hit by domestic woes and divestments

- Carrefour's sales growth globally over the 2007-2012 period was largely driven by expansion in major emerging markets, most notably in Argentina, Brazil and China, which partly offset stagnation in France and Italy. However, the divestments of activities in some key emerging markets, including Thailand, undermined Carrefour's performance, alongside the disposal of Dia, which reduced its global reach, particularly in Spain. This resulted in Carrefour being outperformed by both Tesco and Wal-Mart throughout the whole period.

Retailing: Leading Companies vs Global Market % Y-o-Y Growth 2007-2012

A: In 2009, Carrefour's sales expressed in US$ terms are hit by the recession impacting global retailing. This also affects Tesco, while Wal-Mart's sales remain robust, its low-price positioning making it more recession-proof.

B: In 2011, Carrefour's sales decline strongly due to the sale of its Dia discounter division, and are hit by a weak performance in large Western European markets. Tesco and Wal-Mart see more resilient domestic sales.

C: In 2012, slowdown in its domestic market and Southern Europe undermine Carrefour's performance. More divestments in emerging markets completed in 2013, notably in Colombia, will further reduce its global sales.

国家与消费者数据库

- 零售行业可以帮助我们了解当地零售环境并寻找潜在合作伙伴。
- 国家与消费者数据库可以提供国家宏观信息及消费者层面信息。

覆盖地域	门类
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欧睿整体解决放案: 国家与消费者数据库

欧睿的国家与消费者数据库可以帮助我们回答以下两大信息需求：

❑了解全球（包括软饮料行业未来发展重点国家）的人口结构，工资收入及支出，家庭结构，新房屋建造，住房情况等。

❑了解最新的宏观、社会经济数据，经济趋势分析，以及针对软饮料行业的相关潜在影响力分析。

国家与消费者数据库研究范围：包括全球210 个国家，821个城市，792个国家内部区域的7大版块信息：

1. Economy, Finance and Trade
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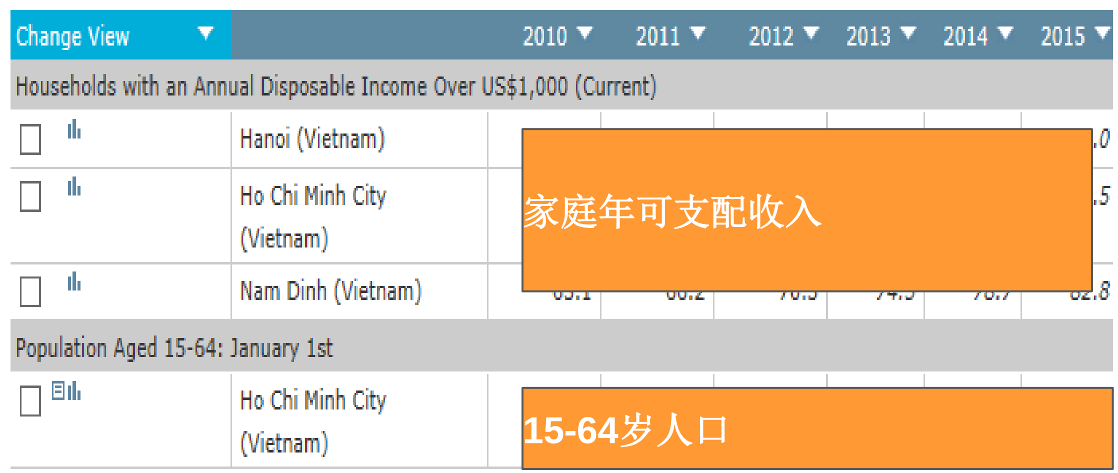
3. Income and Expenditure
4. Industry, Infrastructure and Environment
5. Population and Homes
6. Consumer Trends and Lifestyles
7. Technology, Communications and Media



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国内政治情况和国际关系：（可帮助了解当地政治局面，投资风险和整体市场操控情况）

➢国内政策

Vietnam: Country Profile

Country Profile | 07 Jun 2013

The pace of economic growth will accelerate modestly in 2013 but remain below historical trends. The mediocre performance reflects falling productivity and the slow pace of reforms in state-owned companies and banks. Vietnam's debt level is regarded as moderate but the risks would be much greater if the bad debts of state-owned enterprises were taken into account. A master plan to create a bad-debt management company and resolve banks' bad debt has been approved.

KEY POINTS

- Real GDP should grow by 5.4% in 2013, up from 5.0% in 2012. This is still below historical trends. The mediocre performance reflects falling productivity and the slow pace of reforms in state-owned companies and banks. Domestic demand is also constrained by a slump in bank lending.
- In 2013, the government approved a master plan to create a bad-debt management company and resolve banks' bad debt. The situation improved after the central bank injected a substantial sum into several of the smaller banks but recapitalisation could eventually total billions of dollars. Policy makers are slow to address the problem.
- Inflation was 9.3% in 2012. As a result, the government was forced to scale down spending rapidly. Credit, has been severely curbed and subsidies reduced. Inflation should fall to 8.0% in 2013.
- Total public debt amounted to 52.3% of GDP in 2012. Generally, Vietnam's debt level is regarded as moderate but the risks would be much greater if the bad debts of state-owned enterprises were taken into account.

Ease of Doing Business ranking in F7 economies: 2011 – 2012

	Doing Business 2012	Doing Business 2011	Change in Rank
Argentina			
Egypt			
Indonesia			
Mexico			
South Africa			
Turkey			
Vietnam			

哪个国家更适合做生意

Imports and Exports

Major export destinations	2012 Share (%)	Major import sources	2012 Share (%)
Asia-Pacific		Asia Pacific	
Europe		Europe	
North America		Other countries	
Africa and the Middle East		North America	
Australasia		Africa and the Middle East	
Other countries		Latin America	

主要出口国家

主要进口国家

欧睿整体解决放案: 国家与消费者数据库

国内政治情况和国际关系：（可帮助了解当地政治局面，投资风险和整体市场操控情况）

- ➢对外政策和国际关系
- ➢国内生产总值、行业生产总值和国民总收入
- ➢政府开支和国际收支
- ➢年通货膨胀率
- ➢收入（年可支配收入按教育水平、年龄段、性别等分类）
- ➢消费价格和成本

	2007	2008	2009	2010	2011	2012
Inflation (% change)	8.9	22.4	7.0	9.2	18.6	9.3
Exchange rate (per US$)	16,105.13	16,302.02	17,063.30	18,609.07	20,498.95	20,828.00
Lending rate	11.2	15.8	10.1	13.1	17.0	12.7
GDP (% real growth)	8.5	6.1	5.4	6.9	6.0	5.0
GDP (national currency millions)	1,143,720,000.0	1,485,040,000.0	1,658,390,000.0	1,980,910,000.0	2,535,000,000.0	2,920,438,202.0
GDP (US$ millions)	71,015.9	91,095.5	97,190.5	106,448.7	123,664.9	140,216.9
Population, mid-year ('000)	85,479.7	86,426.5	87,374.8	88,320.2	89,261.1	90,193.4
Birth rate (per '000)	17.1	17.0	16.9	16.7	16.4	16.1
Death rate (per '000)	5.2	5.2	5.2	5.2	5.2	5.2
No. of households ('000)	19,150.7	19,479.2	19,811.5	20,148.0	20,488.5	20,832.9
Total exports (US$ millions)	48,561.4	62,685.1	56,543.0	71,970.0	95,222.0	114,426.0

Overview of the Economy

Vietnam's economy grew at an average of about 7% per year during the 1990s but slowed slightly in the 2000s. Growth was mainly driven by inefficient state-owned enterprises – a powerful force which, until recently, accounted for around 40% of GDP.

Banking turmoil and the failure of several large businesses led to even slower rates of growth in recent years. To reignite the economy, the government boosted public spending significantly. The support went mainly to exporters and small and medium-sized enterprises. However, one consequence of all this spending was a rapid rise in inflation. Policy makers were ultimately forced to adopt a package of monetary and fiscal tightening measures. These policies – along with weaknesses in domestic demand – slowed the pace of growth.

Economic progress is uneven. Ho Chi Minh City alone accounts for 17% of national output, 30% of foreign investment and 40% of exports – far in excess of its 9% share of population. Poverty has nonetheless fallen dramatically.

Foreign Trade

Foreign trade has been the main driver of economic growth for at least a decade. In 2012, exports accounted for 81.6% of GDP, up from 68.8% in 2008. Exports (in dollars) grew by 20.2% in 2012.

Exports of miscellaneous manufactures made up 34.8% of the total in 2012. Exports of food and live animals accounted for another 18.5%. Vietnam's export markets are rather diverse with the USA taking 17.0% while the EU and Japan accounted for 18.9% and 12.0% respectively in 2012.

Trade with mainland China was boosted by a free-trade agreement between the Association of Southeast Asian Nations and Beijing which took effect in January 2010. In 2012, Vietnam should complete negotiations for the Trans-Pacific Partnership (TPP) and free trade agreements (FTA) with South Korea and the EU.

The current account surplus was 7.3% of GDP in 2012. The surplus should widen to 7.7% in 2013.

Economic Prospects

Real GDP should grow by 5.4% in 2013, up from 5.0% in 2012. This is still below historical trends. The mediocre performance reflects falling productivity and the slow pace of reforms in state-owned companies and banks. Domestic demand is also constrained by a slump in bank lending.

Inflation was 9.3% in 2012. As a result, the government was forced to scale down spending rapidly. Credit, has been severely curbed and subsidies reduced. Inflation should fall to 8.0% in 2013. However, the central bank has cut interest rates eight times since 2012 to help the feeble econhomy. The moves

欧睿整体解决放案: 国家与消费者数据库

商业环境:（可帮助了解当地投资、建厂、税收雇佣等信息 国内政策）

- 在当地开业所需时间和步骤(执照申请时间、步骤、费用等）
- 当地雇佣情况（当地平均工资、非薪金劳动力成本、解雇员工赔偿等）
- 当地营业税税收
- 当地进出口情况（申请进出口所需文件数、时间和费用等）
- 当地注册房产所需步骤和费用等

Growth of Wage per Hour in Manufacturing and Productivity in Selected Asian Pacific Countries: 2006-2011

Real Average Annual Change %

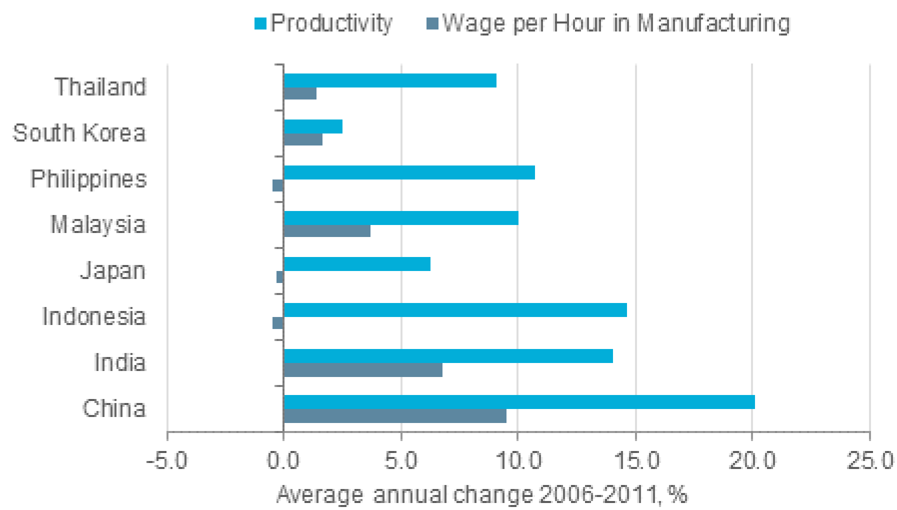


Table 1 Indicators of Business Environment: 2013

Ease of doing business rank (out of 185)	99
Starting a Business	
Cost (% of GNI per capita)	8.7
Time (days)	34
Dealing with construction permits	
Time (days)	110
Cost (% of GNI per capita)	67.3
Getting Electricity	
Time (days)	115
Cost (% of income per capita)	1,988.30
Employing workers	
Minimum wage for a 19-year old worker or an apprentice (US$/month)	64.5
Ratio of minimum wage to average value added per worker	0.43
Standard workday in manufacturing (hours)	8
Tax rate	
Total tax rate (% profit)	34.5
Labour tax and contributions (% of commercial profits)	22.6
Time (hours per year)	872
VAT (%)	10.0
Exporting	

欧睿整体解决放案: 国家与消费者数据库

商业环境:（可帮助了解当地投资、建厂、税收雇佣等信息 国内政策）

➢当地经济结构和主要产业

➢金融与贸易

➢工业产值与农业

Chart 7 Employment by Industry 2011

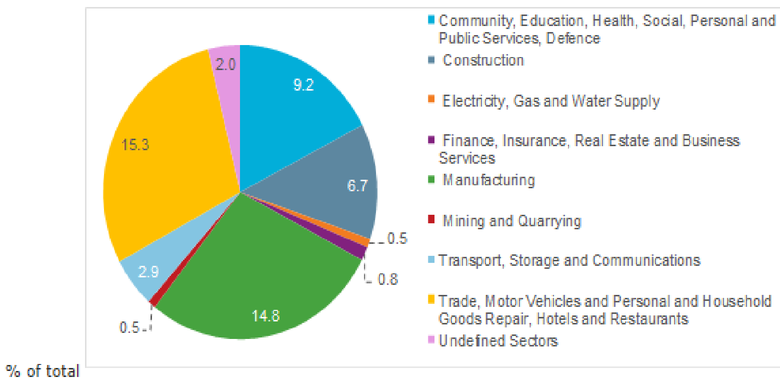


Chart 3 FDI Intensity and FDI Flows 2006-2011

US$ billion / % of GDP

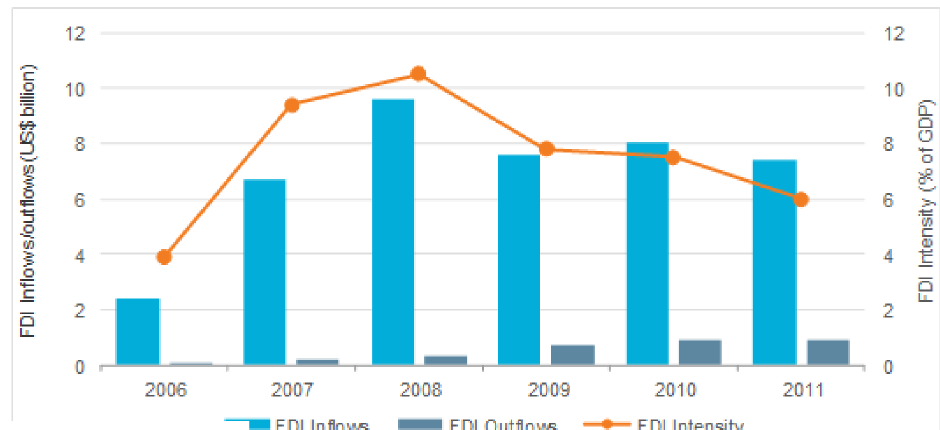
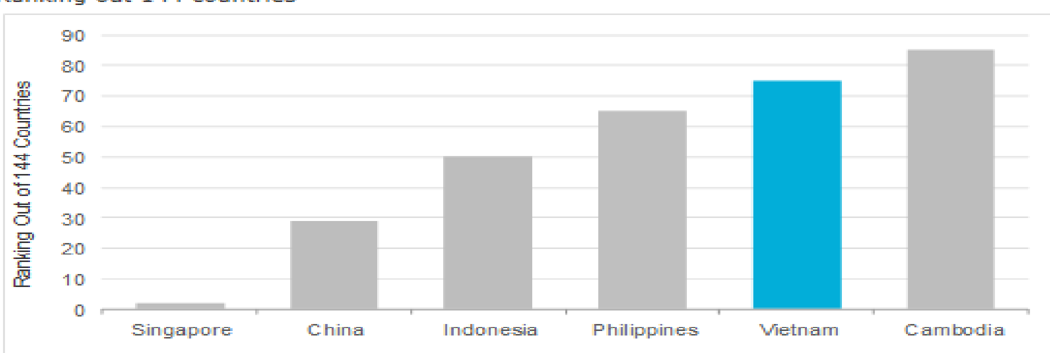


Chart 2 Global Competitiveness Index in Selected Countries 2012-2013

Ranking out 144 countries



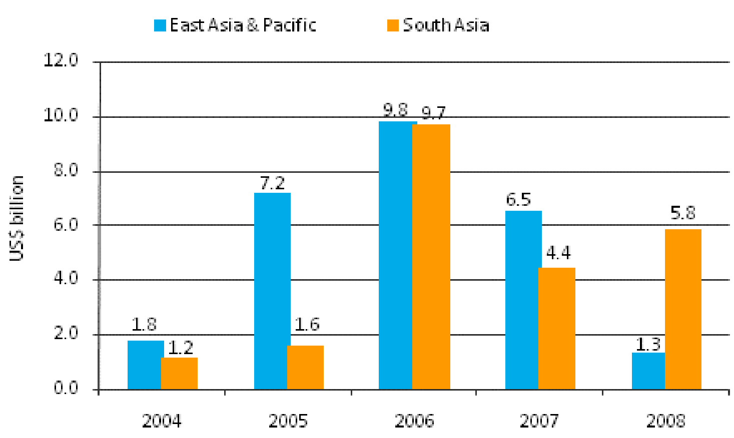
欧睿整体解决放案: 国家与消费者数据库

商业环境: （可帮助了解当地投资、建厂、税收雇佣等信息 国内政策）

➢交通，出行及旅游 （在用商业车辆，燃料每升价格，运输车辆、民航业，航空货运， 商船运输队，铁路运输，经铁路运输的货物，公路运及经公路运输的货物，公路运输，公路网，公路网密度，按运输方式划分运输距离等）

Change View	2007	2008	2009	2010	2011	2012
Vietnam						
Airline Freight Traffic - mn tonne-kilometres	258.5	295.8	311.5	427.2	512.4	555.9
Container Ships - '000 gross tons	82.0	99.0	109.5	124.7	124.4	170.6
Goods Carried by Rail - mn tonnes	9.1	8.5	8.2	7.9	7.2	6.5
Length of Public Railway Network Operated - Kilometres	3,147.0	3,147.0	2,347.0	2,347.0	2,347.0	2,347.0
Goods Carried by Road - mn tonnes	403.4	455.9	513.6	587.0	663.9	726.4
National Highways - Kilometres	13,554.0	14,611.0	15,065.0	15,370.0	16,043.0	16,880.0
Secondary Regional Roads - Kilometres	31,575.0	32,119.0	36,225.0	36,590.0	37,986.0	40,052.0
Km Travelled by Air - Kilometres per capita	146.7	183.4	189.6	241.4	267.3	282.1
Km Travelled by Rail - Kilometres per capita	54.8	53.1	47.6	49.8	51.5	53.2

Total investment in transport infrastructure projects involving private participation in low and middle income countries in Asia: 2004-2008



US$ billion

Regional Focus: Investments in transport infrastructures expected to grow in Asia Pacific

Article | 06 Jul 2010

Disparities among countries in the Asia Pacific region are highlighted by the availability of transport infrastructures. The quality and density of transport infrastructures directly impacts trade performance, and benefits both businesses and consumers. Many countries, particularly China, India and the ASEAN countries have announced plans to significantly increase transport infrastructures over the period 2010-2020.

Key points

- The quality and density of transport infrastructures is greatly unequal in the Asia Pacific region. Coastal China, Japan and South Korea benefit from world-class infrastructures while Central, South and Southeast Asia, as well as inland China, lack efficient road and railway networks;
- Successful subregional initiatives, such as the Greater Mekong Subregion, have contributed to improving transport infrastructures between Asian countries. However, connectivity between the different subregions is weak, particularly between Northeast Asia and Southeast Asia;
- Regional connectivity can significantly boost foreign trade and economic growth by reducing trading costs and shortening journey lengths. Better transport infrastructures directly impact businesses and consumers as it increases business profits and reduces the price of goods for consumers;
- Transport infrastructures can also impact foreign direct investments. Inefficient infrastructures can discourage investors to relocate production facilities outside of coastal areas, since air and sea

欧睿整体解决放案: 国家与消费者数据库

家居和住宅 (可帮助了解当地消费者收入、消费情况等宝贵信息)

- 住宅所有权（可按所住类型划分家居类型：房屋、独立式和半独立式房屋、排房、公寓等）
- 家庭住户概况（每户人数、家庭设施、按居住人口、房间数目、教育程度、性别、家庭类型、城市/农村地区等划分的住户）
- 家庭住户对耐用消费品拥有量（空调、洗衣机及滚筒式烘干机、冰箱及冰柜、电脑、电视等）

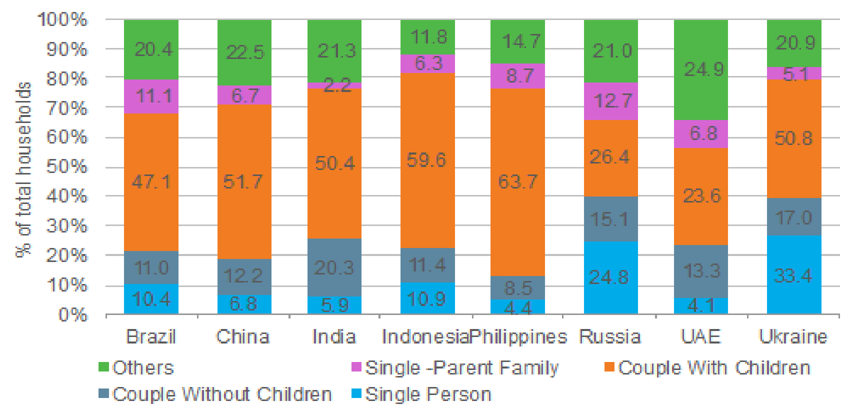
Shift in household structures towards smaller households

There is a growing trend towards smaller households away from the traditional extended family households in EMEs:

- Between 2001 and 2011, the average number of occupants per household dropped across EMEs from 4.1 in 2001 to 3.8 in 2011. Better standards of living and rising disposable income are encouraging the young population in these economies to live on their own, away from the traditional extended families;
- Other factors contributing towards the rise in smaller households in EMEs include urbanisation, the increase in female employment and delays in marriage and childbirth in order to focus on education and careers. For example, the average number of children per household in EMEs dropped from 1.4 in 2001 to 1.1 in 2011. The average birth rate per 1,000 inhabitants in EMEs dropped to 16.8 in 2011 from 18.8 in 2001;
- The number of one-person and two-person households in EMEs grew by 32.6% and 33.3% respectively between 2001 and 2011 to reach 96.6 million households and 182 million households respectively by the end of the period. In comparison, three-person and four-person households in EMEs increased by 20.1% and 14.7% respectively during the period and reached 242 million households and 228 million households respectively in 2011;
- Couples with children accounted for the largest share of households in EMEs, at 48.2% in 2011. However, this share has been declining steadily from 49.7% in 2001. On the other hand, the share of single-person and couples without children households in EMEs has increased from 8.2% and 13.0% of total households respectively in 2001 to 9.7% and 14.2% of total households respectively in 2011.

Household by Type in Selected EMEs: 2011

% of total households



Change View		2007	2008	2009	2010	2011	2012
Vietnam							
	Households by Number of Rooms [1] - '000	8,000.7	8,143.3	8,287.4	8,433.2	8,580.7	8,729.7
	Households by Number of Rooms [2] - '000	5,777.4	5,881.5	5,986.6	6,092.9	6,200.5	6,309.1
	Households by Number of Rooms [3] - '000	2,738.2	2,783.8	2,829.9	2,876.7	2,924.1	2,972.0
	Households by Number of Rooms [4] - '000	1,439.4	1,465.1	1,491.0	1,517.2	1,543.8	1,570.6
	Possession of Air Conditioner - % of households	3.8	4.4	6.2	8.0	8.9	9.5
	Possession of Cable TV - % of households	4.2	6.8	10.7	12.7	14.5	15.9
	Possession of Cooker - % of households	83.3	84.2	84.9	85.7	86.4	87.0
	Possession of Microwave Oven - % of households	14.5	16.0	17.1	18.5	19.7	20.9
	Possession of Refrigerator - % of households	27.2	31.5	36.5	41.5	46.1	50.0
	Possession of Washing Machine - % of households	11.2	13.1	16.0	18.8	21.1	22.5

欧睿整体解决放案: 国家与消费者数据库

家居和住宅 (可帮助了解当地消费者收入、消费情况等宝贵信息）

➢ 家庭住户每年可支配收入分布（每年可支配收入水平划分的家庭总收入和平均收入）

Change View		2007	2008	2009	2010	2011	2012
Households with an Annual Disposable Income Over US$500 (Constant)							
	Vietnam	18,291.5	18,729.5	19,052.7	19,430.0	19,723.4	20,036.2
	Ho Chi Minh City (Vietnam)	1,607.8	1,710.1	1,822.2	1,933.2	2,052.6	2,166.9
	Nam Dinh (Vietnam)	66.8	70.3	72.4	74.4	75.7	78.3
	Vung Tau (Vietnam)	67.4	71.6	77.1	82.1	86.2	91.6
Households with an Annual Disposable Income Over US$750 (Constant)							
	Vietnam	17,486.8	18,033.3	18,350.5	18,779.3	19,051.2	19,352.7
	Ho Chi Minh City (Vietnam)	1,598.8	1,701.0	1,807.8	1,917.6	2,034.9	2,147.7
	Nam Dinh (Vietnam)	62.2	66.3	68.1	70.7	72.1	74.7
	Vung Tau (Vietnam)	64.8	69.2	74.6	79.7	83.8	89.1
Households with an Annual Disposable Income Over US$1,000 (Constant)							
	Vietnam	16,538.7	17,208.0	17,518.9	18,011.7	18,268.0	18,563.2
	Ho Chi Minh City (Vietnam)	1,585.5	1,687.5	1,787.7	1,895.8	2,010.3	2,121.0
	Nam Dinh (Vietnam)	56.4	61.1	63.1	66.2	67.6	70.3
	Vung Tau (Vietnam)	61.6	66.2	71.5	76.8	80.7	85.9

The Share of Discretionary Spending in Asia Pacific and Selected Countries: 2000 and 2010

% of total consumer expenditure

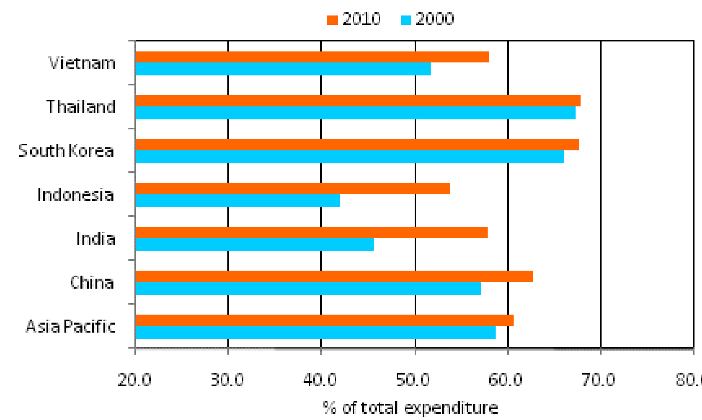
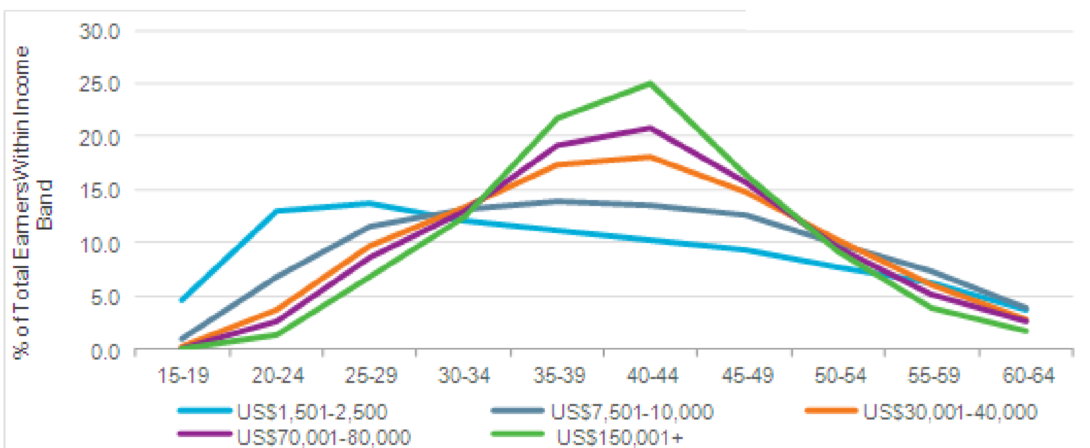


Chart 3 Selected Income Bands by Age 2011

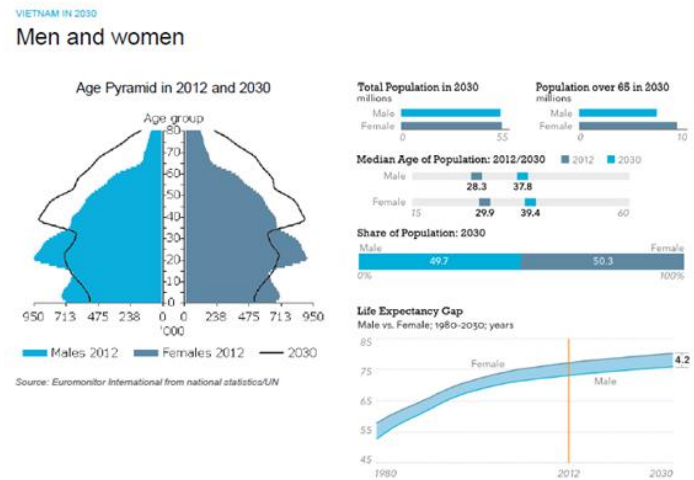


欧睿整体解决放案: 国家与消费者数据库

人口与公民 （通过了解当地消费群的年龄变化， 可以帮助进行未来战略方针制定)

➢消费者细分（按性别和性取向划分：女性、男性、同性恋；按年龄段划分：婴儿/幼儿、儿童、青少年、少年、学生、Y代人、X代人、婴儿潮时出生的一代（40-60岁、退休人口；按收入/经济划分：富裕消费者、贫困消费者、城里人、农民、工人、移民；按生活方式划分：讲求生活品位的人、爱购物的人，自我完善者、家具修缮家、健康狂、月光族、敏感消费者、提前消费族等）

Vietnam						
Population: National Estimates at January 1st	85,007.4	85,951.9	86,901.2	87,848.4	88,792.0	89,730.3
Population Aged 30: January 1st	1,377.0	1,394.3	1,438.7	1,499.3	1,555.6	1,612.2
Population Aged 31: January 1st	1,373.1	1,373.7	1,391.8	1,436.2	1,496.2	1,552.7
Population Aged 32: January 1st	1,366.9	1,370.0	1,371.2	1,389.4	1,433.3	1,493.4
Population by Educational Attainment [Secondary]	23,468.9	24,338.1	25,259.5	26,118.7	26,902.1	27,580.8
Population by Educational Attainment [Higher]	4,186.7	4,352.0	4,512.2	4,667.0	4,807.1	4,946.9
Population by Educational Attainment [No Education]	7,529.4	7,641.6	7,754.8	7,860.8	7,942.8	8,032.4
Population by Marital Status [Married]	39,336.9	40,694.4	42,081.6	43,038.2	43,988.8	44,931.5
Population by Marital Status [Divorced]	786.3	865.1	946.5	1,006.4	1,069.6	1,135.4
Population by Marital Status [Widowed]	3,922.7	4,034.2	4,148.1	4,245.2	4,344.6	4,445.9
Population by Marital Status [Single]	40,856.8	40,298.9	39,712.9	39,554.6	39,387.7	39,217.0
Urban Population	24,193.1	25,012.6	25,847.4			
Rural Population	60,814.3	60,939.3	61,053.8			



VIETNAM IN 2030

Key findings

- In 2030, the population of Vietnam will reach 101.5 million, an increase of 13.1% from 2012.
- In 2030 Vietnam will be the 16th largest country in the world.
- Vietnam's population is ageing whilst its birth and fertility rates are falling.
- Population growth will be driven by huge increases in the population aged 60-79 years which will increase by 9.7 million people or 144% in 2012-2030.
- In contrast with the growth in total population, the number of women of childbearing age (15-49 years) will fall by 1.1% between 2012 and 2030. In 2012 57.4% of the female population were of childbearing age but by 2030 this proportion will fall to 50.4%.
- Vietnam's ethnicity is fairly homogenous, with 85.6% of the population being ethnic Vietnamese in 2012, this will fall to 85.3% in 2030.
- Vietnam is predominantly rural. In 2012 68.3% of the population lived in rural areas and by 2030 55.8% of the population will live in a rural setting.

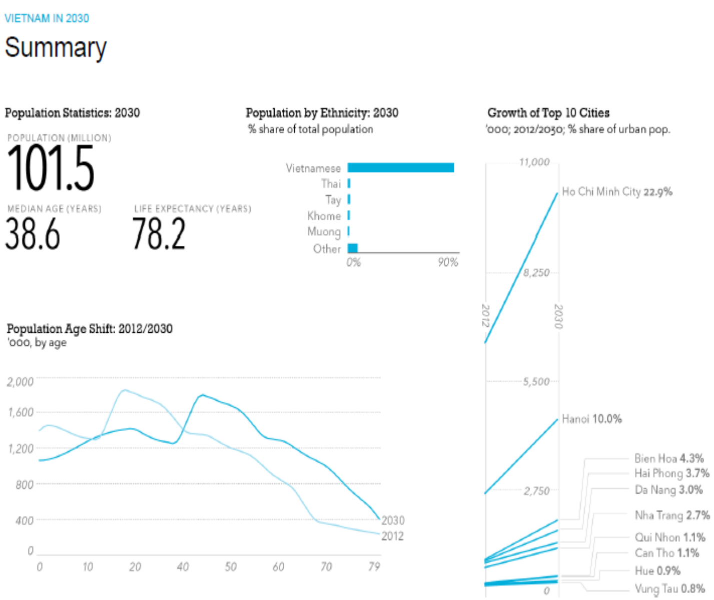
欧睿整体解决放案: 国家与消费者数据库

人口与公民（通过了解当地消费群的年龄变化， 可以帮助进行未来战略方针制定)

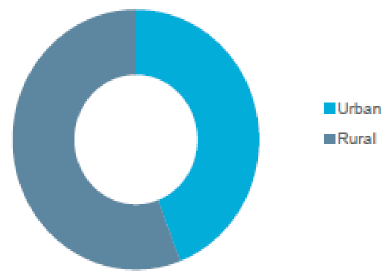
➢人口统计学 （按年龄划分，按教育程度划分，按婚姻状况划分人口，按城乡位置划分人口

➢劳动力 （按年龄段划分的劳动人口，按行业划分的劳动人，制造业的平均每周工作时间，人力成本，孕产法规，产假期限和工资，雇佣方的社会保障，兼职员工，事业率等等）

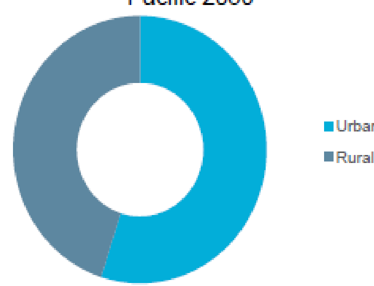
➢文化与教育 （文化水平和受教育年限，义务教育开始年龄，离校年龄，受教育人口，接收高等教育人口，用语教育的支出等）

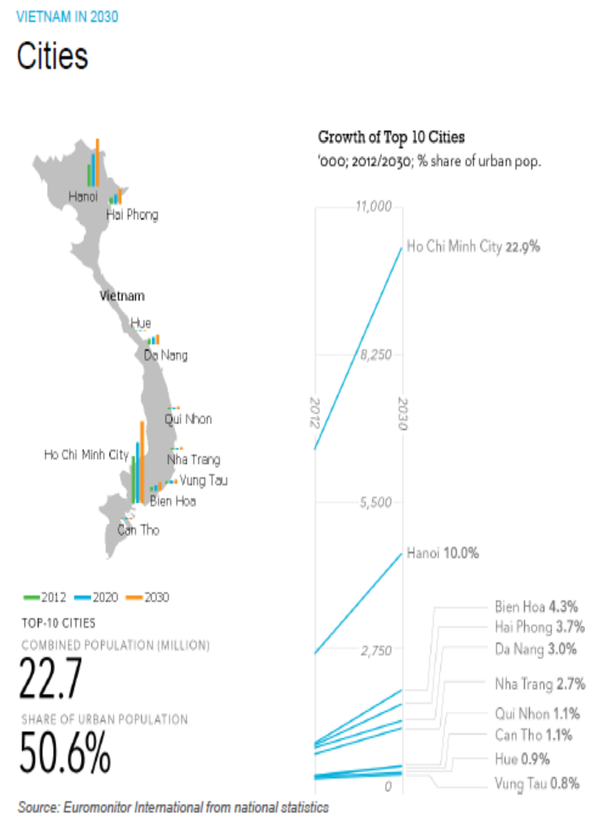


Rural and Urban Population in Vietnam in 2030



Rural and Urban Population in Asia Pacific 2030





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- 完善而持续的研究方式保证所有的数据具有国际可比性

▪强大的信息输送平台

- 直观的在线导航使相关调查信息得获取变得轻而易举，文字信息与数据页面之间的跳转简易而便捷
- 强大的数据分析工具可以根据个人研究需求创建定制和分析数据集

▪专门的客户经理服务

- 为图书馆管理人员和教师职工提供在线数据库使用培训
- 帮助数据库在校园内的推广使用 – 在线使用指导，案例应用学习， 建设性的意见和教学材料

THANK YOU

For questions or concerns, please contact:

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