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预售：China Fruit Juice

一、调研说明

《预售：China Fruit Juice》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

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报告价格：纸介版9000元 电子版9000元 纸介版+电子版9200元

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二、摘要、目录、图表

[Description]

2007 is a prosperous year to China fruit juice and beverage industry. Three parties mainly shared the market, which are domestic famous companies taking Huiyuan and Wahaha as leading brands, Taiwan enterprises, such as Uni-President Group and Dingxin Group, also multinational group, Coca-Cola and Pepsi. Now domestic market is occupied by some famous brands, i.e, Wahaha, Huiyuan, Nongfu Juices, President Orange juice, Minute Maid orange juice and Qoo.

Due to the rising cost of raw material, transportation and packaging, both producers and dealers lost profit. In addition, current juices and beverage have no special trait, causing shrinking market coverage. Therefore, the important keys to be the leader in fruit juice and beverage market with fierce competition are to grasp industry development, follow market development trend and search diversity operation.

In this report, it will make an in-depth analysis on 2007 China fruit juice and beverage industry on the basis of policy environment, market demand, material supply, production and sales situation in key regions, research on leading enterprises and competition structure. Also it will estimate and explore the future trend of 2008 China fruit juice and beverage industry according to the industry development and professional experiences, by which to respond the questions insiders required as followed:

- 1 How will it gain profit in 2008 China fruit juice and beverage industry?
- 2 How much potential will fruit juice & beverage demand grow further in 2008?
- 3 What is the supply capability in up-stream supply chain in 2008?
- 4 What is the prospect of cost and returns in the processing and marketing process of fruit juice & beverage in 2008?
- 5 What is the development strategy among leading enterprises in China?
- 6 What is the prospect of fruit juice & s beverage market in China influenced by the factors of policy environment, market demand, material supply as well as cost & returns?

Herein we really appreciate relevant departments and associations because of the precious data and

information they provide, such as, National Statistics Bureau, China Customs, Ministry of Commerce, National Development Research Center, State Information Center, Ministry of Agriculture, China Beverage Industry Association, China Food Industry Association, National Commercial Information Center and China IRN, relevant newspapers, magazines as well as research parties. We hope the report will be a great valuable reference for producers, research parties and dealers to learn the industry development and grasp market opportunities as to make future strategies.

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四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

中华人民共和国国家统计局 <http://www.stats.gov.cn>

中华人民共和国国家工商行政管理总局 <http://www.saic.gov.cn>

中华人民共和国海关总署 <http://www.customs.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

中国证券监督管理委员会 <http://www.csrc.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

世界贸易组织 <https://www.wto.org>

联合国统计司 <http://unstats.un.org>

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研究力量

高素质的专业的研究分析团队，密切关注市场最新动向。在多个行业，拥有数名经验丰富的专业分析师。对于特定及专属领域，我们有国内外众多合作研究机构，同时我们聘请数名行业资深专家顾问，帮助客户分清市场现状和趋势，找准市场定位和切入机会，提出合适中肯的建议，帮助客户实现价值，与客户一同成长。

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