



艾凯咨询
ICAN Consulting

2008-2010年中国制冷产业市场 发展趋势分析和投资前景报告（ 英文版）

一、调研说明

《2008-2010年中国制冷产业市场发展趋势分析和投资前景报告（英文版）》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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二、摘要、目录、图表

Refrigeration market is of multiple demands. In addition to large-scale cold stores, portable refrigeration thermos bag, which comprises components of a bag body, a bag cover and straps and is convenient to be carried, is in great demand since being put on the market. The bag body and the bag cover are molded by blow molding at one time, with no seams on both inner and outer walls; the hollow body of an insulation layer is filled in a cavity; the bag cover and the bag body are movably connected by a subassembly of hinge shaft and tightly locked together by a subassembly of an openable pin fastener. The portable refrigeration thermos bag has the advantages of high strength and rigidity, being rain-water proof, simple assembly process, improved sealing property and being convenient to be carried. It is projected that the domestic refrigeration market of China is particularly enormous according to the current market situation of cold stores, air coolers and other relevant products as well as the market demand, and also covers an extremely vast area, relating to large fields such as frontiers, national defense, chemical production, farming, fishery, meat processing, food industry, fruit and vegetable processing as well as small aspects such as “ vegetable basket ” , every family and daily life, almost involving all respects. Cold stores are the foundation for developing the refrigeration industry and also the important part of a cold chain. At present, the total capacity of Chinese cold stores is more than 7 million cubic meters, along with the development of China ’ s economy, the requirements on life quality of people becomes higher and higher and, owing to out-of-season consumption, more and more food and goods need to be stored by refrigeration for transition in the storehouse production enterprises of food and beverage, which brings good opportunities for the development of the refrigeration industry, the capacity of the market will be enlarged gradually, having promising prospect. The output of main products by the end of August, 2008 has exceeded that of the whole 2006.

The cold chain (production enterprises----retail stores----families) of the quick-frozen food in China has come into being; with the advancement of the standard of living, people have increasingly higher requirements on food with respect to food sanitation, nutrition, freshness, convenience and therefore, the development prospect of the refrigeration industry will be rather promising. As the demand on refrigeration increases, it is expected that both the number of enterprises and the assets scale of the refrigeration industry in China will have increased by the end of 2010.

The Report describes in detail the operational environment of China refrigeration equipment industry, studies and projects in particular the development of its downstream industries and short-term and long-term trends of their demand for the refrigeration equipment. Aiming at the opportunities and the threats the refrigeration industry faces currently, we raise our advice on the investment and the strategies for development of the refrigeration equipment industry. The Report helps the refrigeration equipment enterprises seize accurately the development trends of the industry and formulate correctly the competition strategies and investment policies for enterprises by virtue of exact contents, full and accurate data and intuitionistic figures. Our data substantially come from authority and special research institutions involved in the industry such as National Bureau of Statistics of China, State Information Center, China Customs, China Refrigeration Industry Association and field research of our Center. The Report has integrated data resources from many authority institutions and expert resources, extracts accurate and appropriate information with actual value, researches and analyzes from multiple angles, from macroscopic view to microcosmic view, from theoretically to practically, combining the circumstance the industry is in to strive to ensure that the conclusions and viewpoints of the Report is unified in respect of perspectiveness, practicability and feasibility. The Report is elaborately made by the panel of experts after the market survey and data collection carried out by our Center. It is one of the important decision-making bases for the enterprises of the industry, relevant investment companies and government sectors to grasp accurately the development trend of the industry, understand thoroughly the competition pattern of the industry, to elude successfully the risks of operation and investment and to work out exact competition and investment strategies, with significant referential value.

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- 2、比较分析方法
- 3、具体与抽象方法
- 4、分析与综合方法

- 5、归纳与演绎方法
- 6、定性分析与定量分析方法
- 7、预测研究方法

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>

联合国商品贸易统计数据库 <http://comtrade.un.org>

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