Contents

About the author xi

1 Chinese consumer trends 1
   Introduction 1
   Chinese traditional culture and its values 2
   Some essential aspects of Chinese culture 7
   The major consumer segments in China and their trends 10
   Conclusion 18
   References 19
   Further readings 20

2 The Chinese automobile market 21
   A history of China’s automobile industry: three phases 21
   The major Chinese automobile manufacturers 22
   Local producers may copy designs, especially for spare parts 29
   The current automobile market 30
   Importing and exporting 34
   Market opportunities and risks 38
   Main regulations of the Chinese auto industry 40
   The leading exhibitions of automobiles and parts in China 42
   Understanding Chinese vehicle buying preference 42
   Female consumer segments 43
   Conclusion 44
   References 44
   Further readings 45
### The Chinese Consumer Market

3 **The cosmetic sector in China**
- Introduction
- Market overview
- Competitive situation
- Major cosmetic players by product sectors
- Chinese cosmetic consumers
- Market opportunities and risks
- Distribution channels
- What's the challenge for newcomers?
- How to access Chinese cosmetics market?
- References
- Further readings

4 **Chinese Internet consumer behaviour**
- Introduction
- History of the Internet in China
- Current market growth and statistics
- Case study: main Internet companies
- Why e-commerce works well in China?
- Chinese Internet user characteristics
- User behaviour and attitudes
- China's mobile Internet
- Chinese Internet opportunities and risks
- Conclusion
- References
- Further readings

5 **The Chinese mobile value-added services market**
- Introduction
- Current Chinese mobile VAS market
- Mobile VAS value chain in China
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The significant role of Ministry of Industry and Information Technology (Bernhard, 2006; Tang, 2006)</td>
<td>97</td>
</tr>
<tr>
<td>Some main applications in the market</td>
<td>100</td>
</tr>
<tr>
<td>Opportunities and risks in VAS market</td>
<td>104</td>
</tr>
<tr>
<td>Case study: Rock Mobile (Peng Luo, 2005)</td>
<td>104</td>
</tr>
<tr>
<td>New trend in mobile VAS market in China</td>
<td>107</td>
</tr>
<tr>
<td>The future of the VAS market</td>
<td>108</td>
</tr>
<tr>
<td>Three key factors for the future</td>
<td>108</td>
</tr>
<tr>
<td>Conclusion</td>
<td>109</td>
</tr>
<tr>
<td>References</td>
<td>109</td>
</tr>
<tr>
<td>Further readings</td>
<td>110</td>
</tr>
<tr>
<td>6  The Chinese media market</td>
<td>111</td>
</tr>
<tr>
<td>Introduction</td>
<td>111</td>
</tr>
<tr>
<td>Media structure in China</td>
<td>112</td>
</tr>
<tr>
<td>Current media market situation</td>
<td>112</td>
</tr>
<tr>
<td>Main factors driving growth and change</td>
<td>114</td>
</tr>
<tr>
<td>Advertising in transition</td>
<td>120</td>
</tr>
<tr>
<td>Opportunities and risks in China's media market</td>
<td>121</td>
</tr>
<tr>
<td>Is mobile television ready in China?</td>
<td>123</td>
</tr>
<tr>
<td>Conclusion</td>
<td>124</td>
</tr>
<tr>
<td>References</td>
<td>125</td>
</tr>
<tr>
<td>Further readings</td>
<td>125</td>
</tr>
<tr>
<td>7  The Chinese 3G market</td>
<td>127</td>
</tr>
<tr>
<td>Introduction</td>
<td>127</td>
</tr>
<tr>
<td>Current situation of 3G in China</td>
<td>128</td>
</tr>
<tr>
<td>TD-SCDMA: what happened exactly?</td>
<td>131</td>
</tr>
<tr>
<td>What is the difference between China and Europe in terms of 3G?</td>
<td>135</td>
</tr>
<tr>
<td>Restructuring of Chinese telecom sector</td>
<td>137</td>
</tr>
<tr>
<td>Where are 3G Chinese consumers?</td>
<td>138</td>
</tr>
</tbody>
</table>
# The Chinese Wine Market

## Introduction

The Chinese wine market has been growing rapidly in recent years, driven by increasing consumer demand and a rising middle class. This section will provide an overview of the market, including historical context, current trends, and future prospects.

### History of Grape Wine in China

The cultivation of grapevines in China dates back thousands of years, with the earliest recorded cultivation dating back to the Shang Dynasty. However, modern wine production in China began in the late 19th century with the introduction of European grapevines.

### Chinese Wine Producers and Their Structure

China has a diverse range of wine producers, ranging from small family-run operations to large multinational companies. These producers vary in size, production capacity, and market focus.

### Current Wine Market in China

The Chinese wine market is characterized by a variety of wine types, including red, white, and sparkling wines. The market is segmented into premium, mid-price, and value segments.

### Major Wine Regulation in Chinese Market

The Chinese wine market is subject to strict regulations, including taxation, import tariffs, and quality standards. These regulations are designed to protect consumers and ensure the quality of the wine.

### Behaviour of Chinese Wine Consumer

The Chinese consumer is increasingly interested in wine as a status symbol and a way to impress friends and family. Wine consumption in China is driven by a variety of factors, including cultural, social, and economic.

### How to Enter the Chinese Wine Market

Entering the Chinese wine market requires a deep understanding of local regulations, consumer preferences, and market dynamics. This section will provide guidance on how to navigate these challenges.

### Constraints to Selling Wine in China

Selling wine in China can be challenging due to a variety of factors, including cultural barriers, logistics, and regulatory hurdles. This section will discuss these constraints and offer strategies for overcoming them.

### Conclusion

The Chinese wine market offers significant opportunities for those willing to invest time and resources into understanding the local market and meeting consumer needs.

### References

This section will provide a list of references for further reading on the Chinese wine market.

### Further Readings

Additional resources for those interested in exploring the Chinese wine market in more depth.

---

# The Chinese Real Estate Market

## Introduction

The Chinese real estate market has been one of the most dynamic in the world, characterized by rapid growth and significant changes in recent years. This section will provide an overview of the market, including recent trends and future prospects.

### Current Real Estate Market in China

The Chinese real estate market is characterized by a strong demand for residential property, driven by population growth and rising incomes. The commercial real estate market is also experiencing significant growth.

### Legal Issues in Real Estate Development and Investment

The Chinese real estate market is subject to a range of legal issues, including land use regulations, property rights, and investment restrictions. This section will provide an overview of these issues.

### Opportunities and Risks for Foreign Investments

Foreign investment in the Chinese real estate market offers significant opportunities, but also carries a range of risks, including regulatory changes, economic volatility, and geopolitical factors.

### Conclusion

The Chinese real estate market offers opportunities for those willing to navigate the legal and regulatory landscape and capitalize on the growing demand for real estate.

### References

This section will provide a list of references for further reading on the Chinese real estate market.

### Further Readings

Additional resources for those interested in exploring the Chinese real estate market in more depth.

---

# The Chinese Pharmaceutical Products Market

## Introduction

The Chinese pharmaceutical industry is one of the largest in the world, with significant production and research activities. This section will provide an overview of the market, including recent trends and future prospects.

### Development History of the Chinese Pharmaceutical Industry

The Chinese pharmaceutical industry has a long history, dating back to ancient times. However, modern pharmaceutical production began in the mid-20th century.

### Current Market Situation

The Chinese pharmaceutical market is characterized by a strong demand for both over-the-counter and prescription drugs, driven by a growing population and rising incomes.

### Opportunities and Risks in Chinese Pharmaceutical Industry

The Chinese pharmaceutical market offers significant opportunities, but also carries a range of risks, including regulatory changes, economic volatility, and geopolitical factors.

### New Consumer Trends in Pharmaceutical Industry

New consumer trends are shaping the Chinese pharmaceutical market, including a growing interest in natural and alternative therapies.

### Conclusion

The Chinese pharmaceutical industry offers opportunities for those willing to navigate the regulatory and market landscape and capitalize on the growing demand for pharmaceutical products.

### References

This section will provide a list of references for further reading on the Chinese pharmaceutical industry.

### Further Readings

Additional resources for those interested in exploring the Chinese pharmaceutical industry in more depth.