

CMM

中国搅拌机市场研究报告

摘要版



欢迎订阅中怡康微信!

搜索订阅号“中怡康CMM”

或扫描屏幕左方二维码即可关注

2015年12月



市场增长



品牌竞争



产品结构



价格动态



畅销型号



新品表现

数据来源

- 1, CMM 939县市5923家门店月度零售监测;
- 2, 包含30个省、市、直辖市 (不含西藏) 的各级市场;
- 3, 渠道类型包括百货商场、超级市场、家电专营

品牌选择

原则上按照当月零售额市场排名选取

市场分类

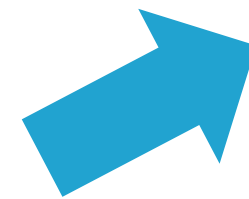
- 1, 按产品类型分: 单搅拌、二合一、三合一、迷你式、手持式

指标说明

价格指数 = (零售额份额/零售量份额) * 100

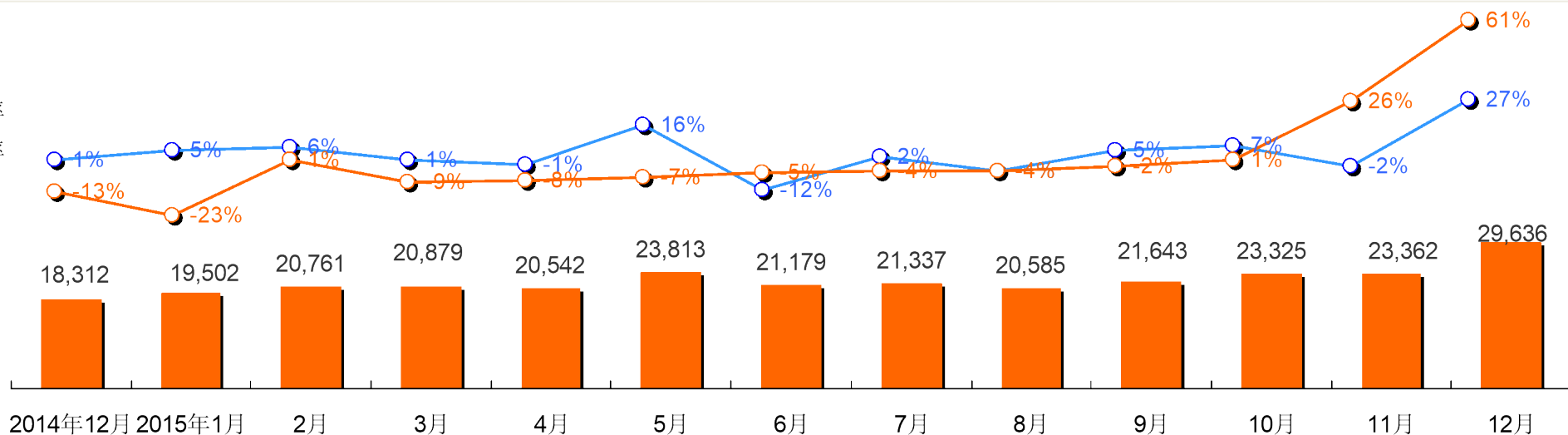


第一部分 市场增长



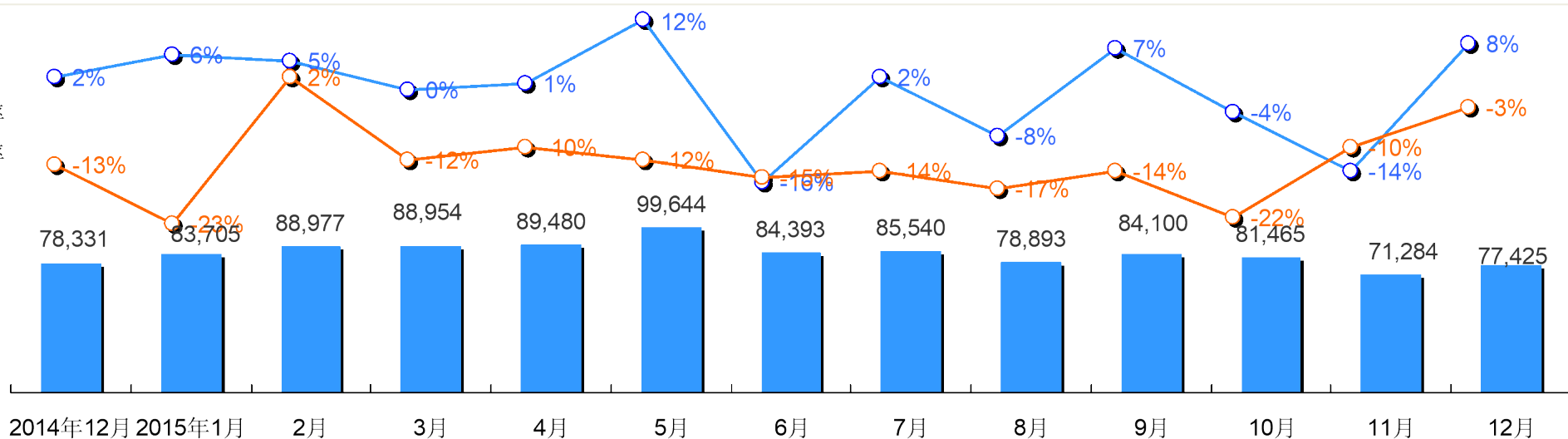
零售额市场

—○— 环比增长率
—○— 同比增长率
■ 零售额 (千元)

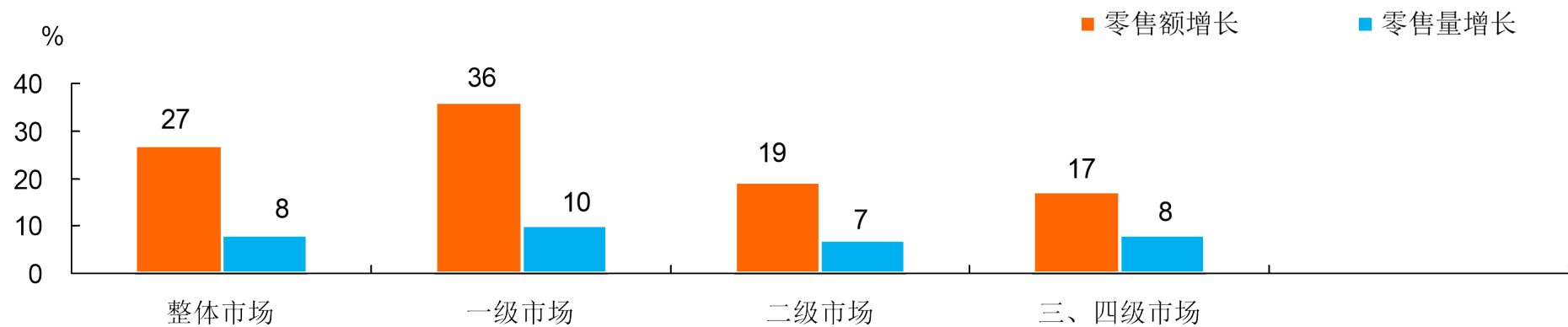


零售量市场

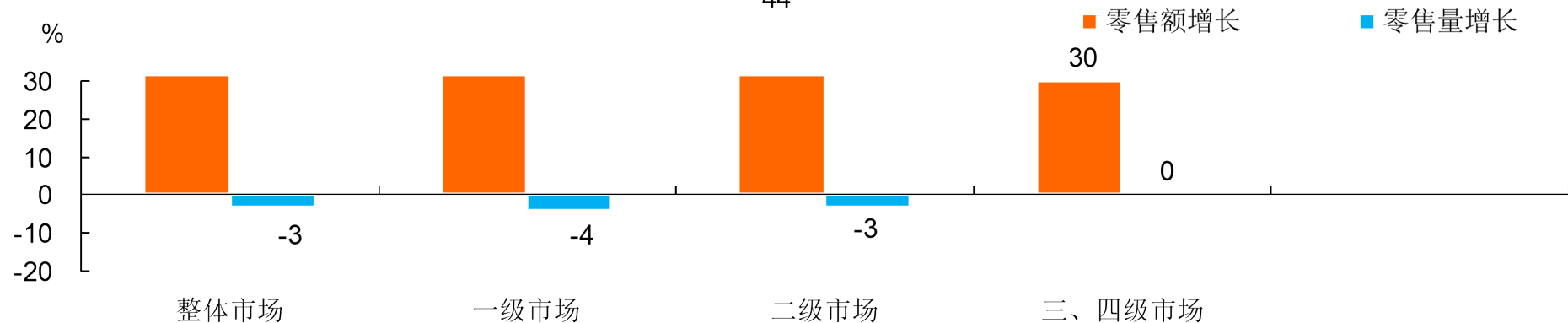
—○— 环比增长率
—○— 同比增长率
■ 零售量 (台)



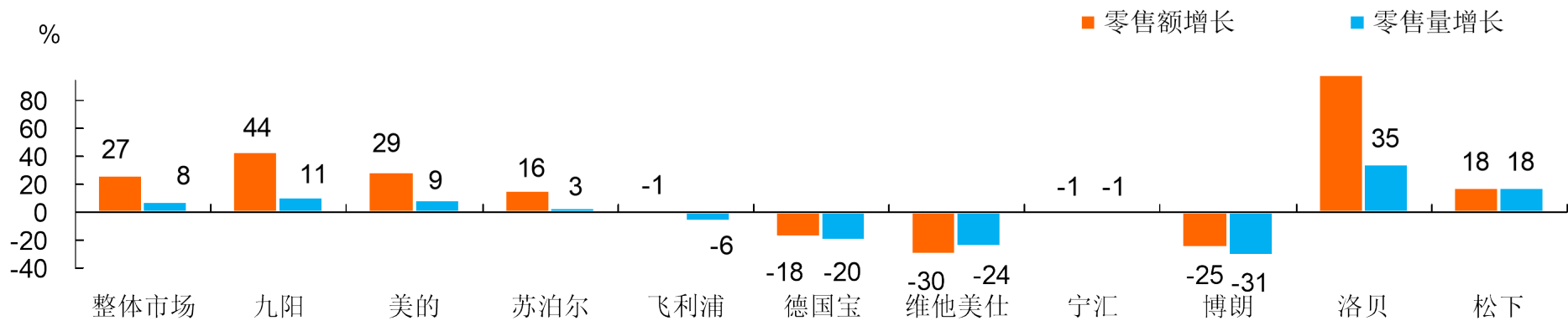
环比增长



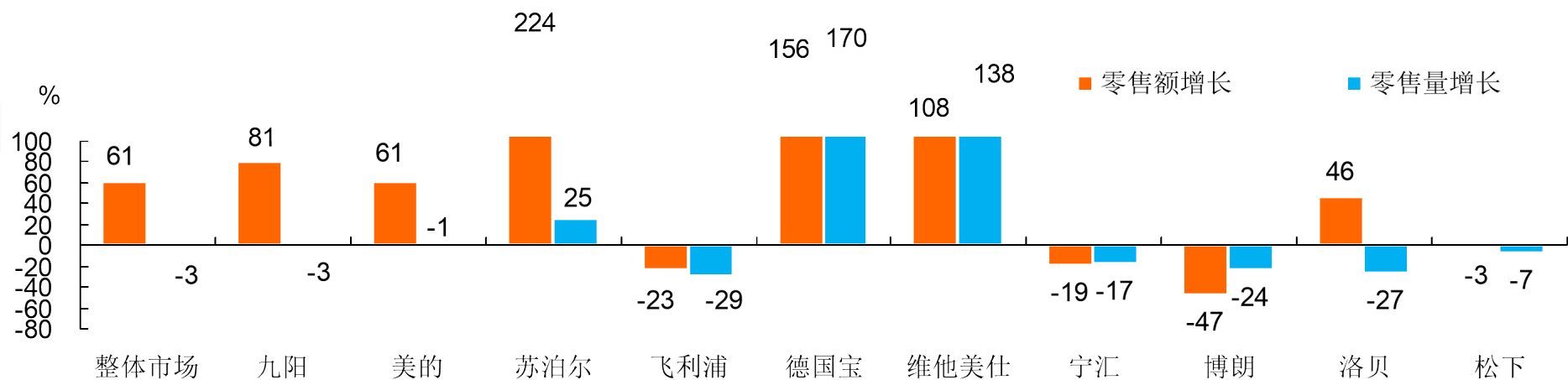
同比增长



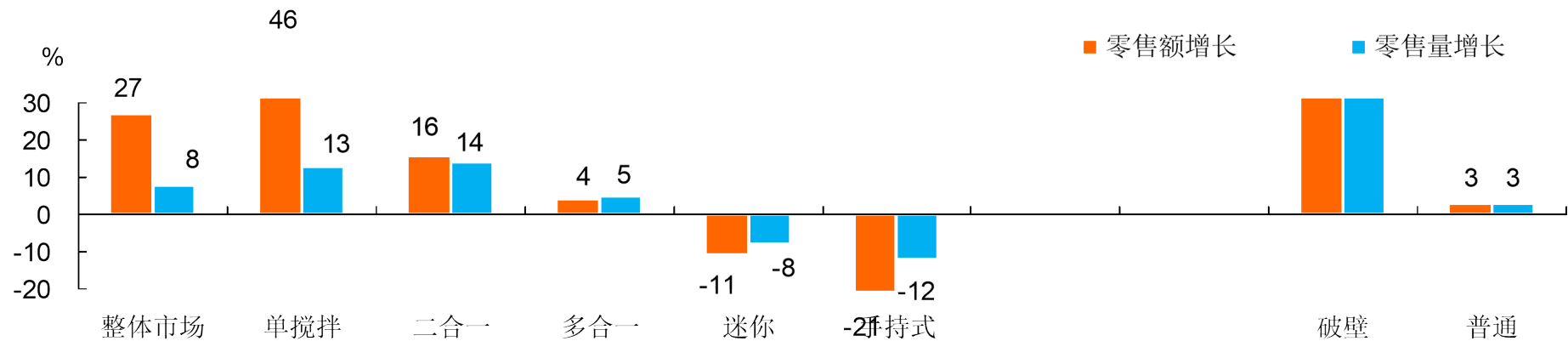
环比增长



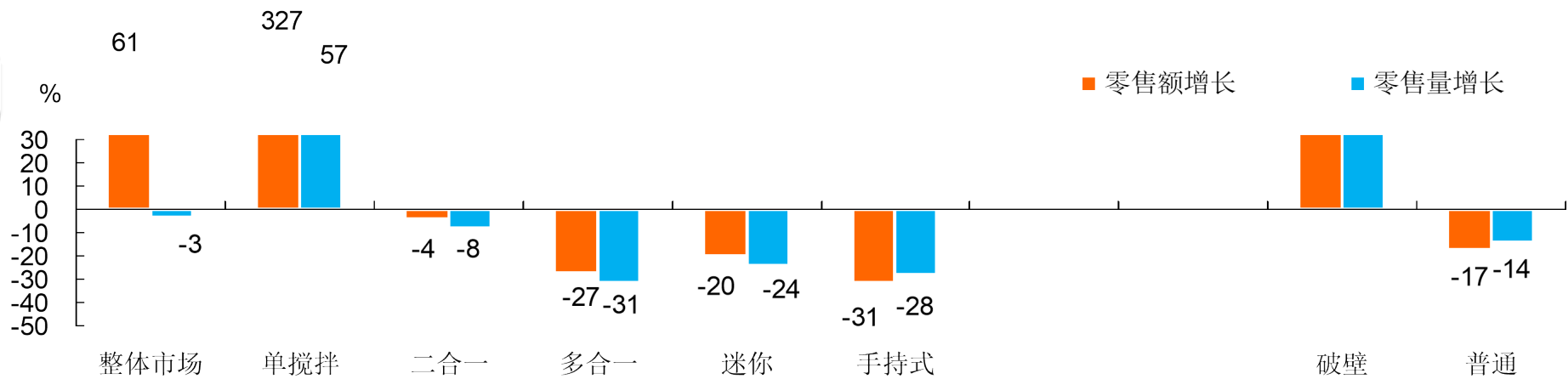
同比增长



环比增长



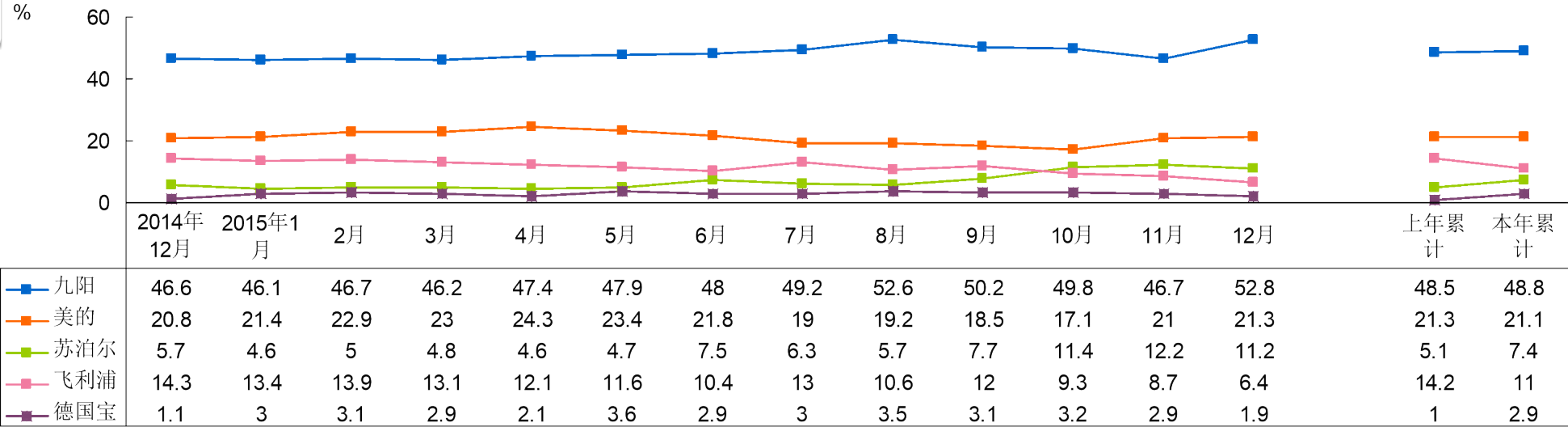
同比增长



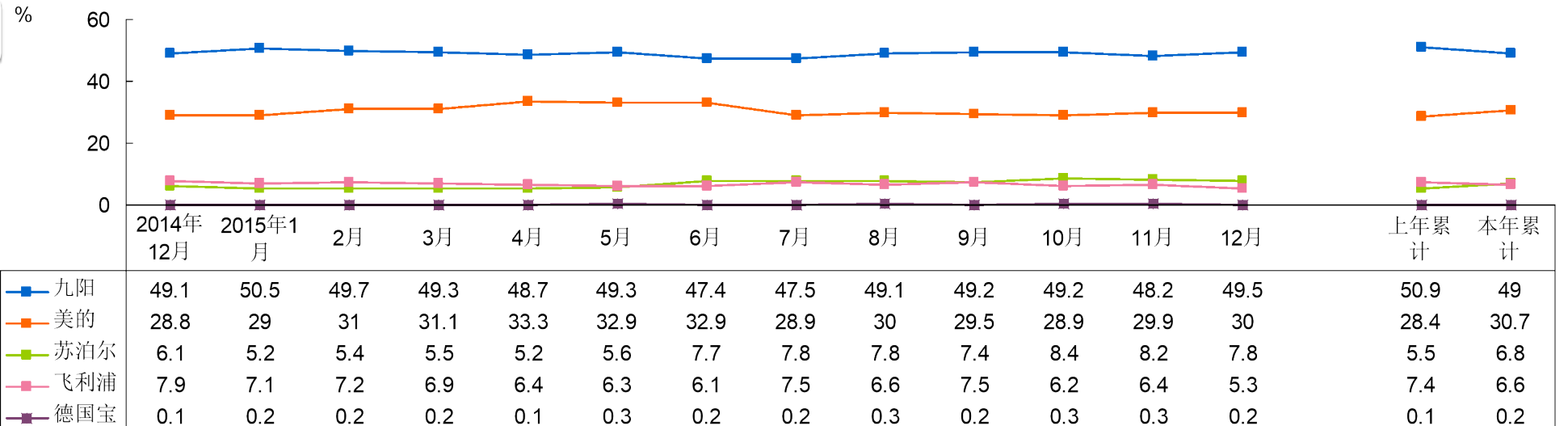
第二部分 品牌竞争



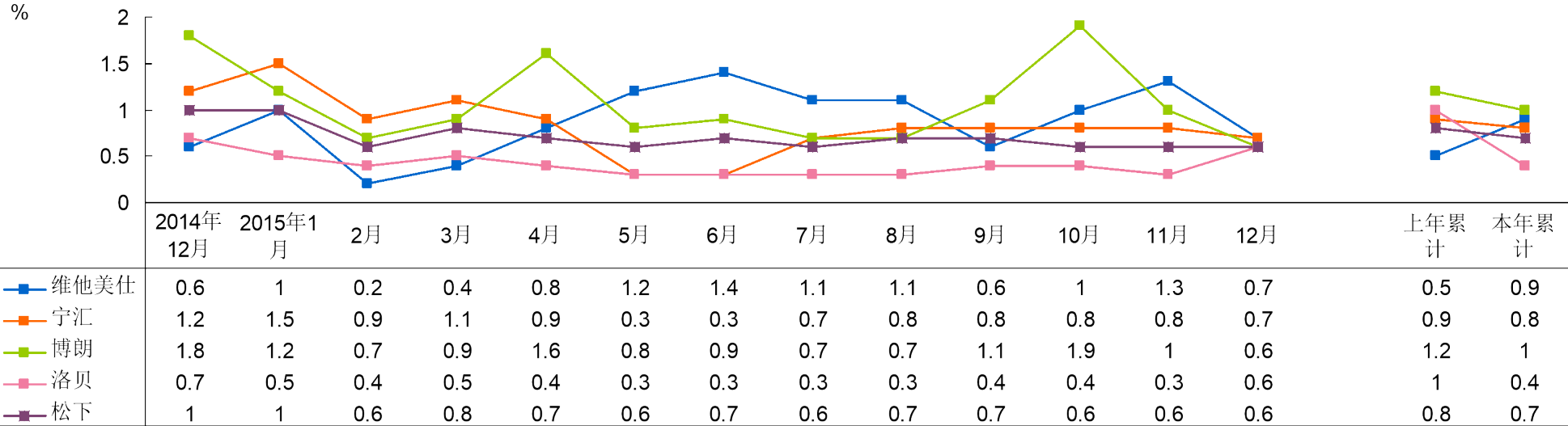
零售额份额



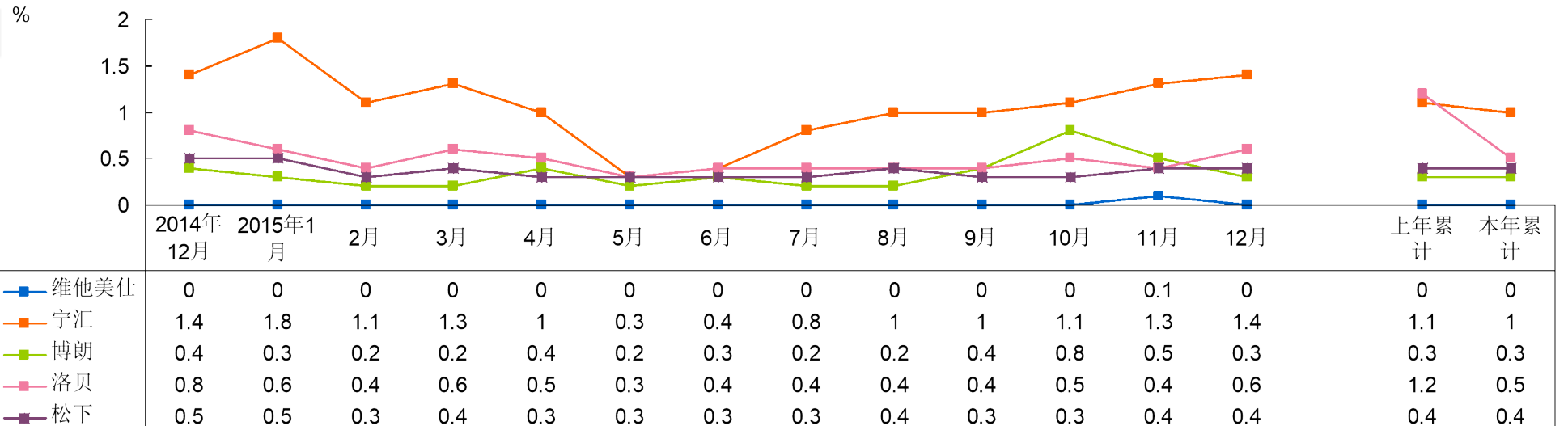
零售量份额



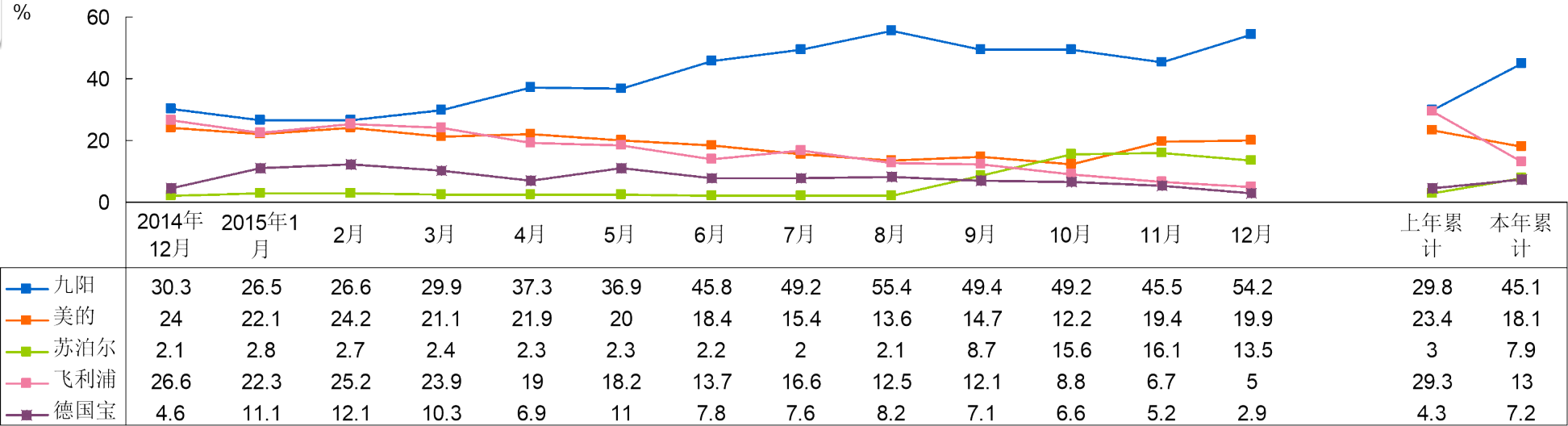
零售额份额



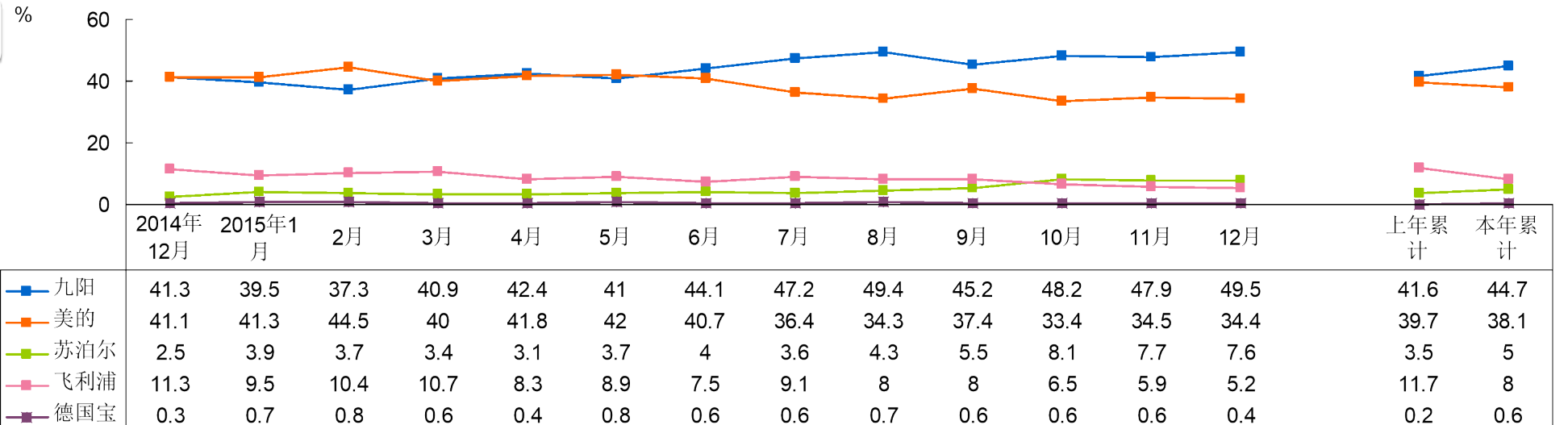
零售量份额



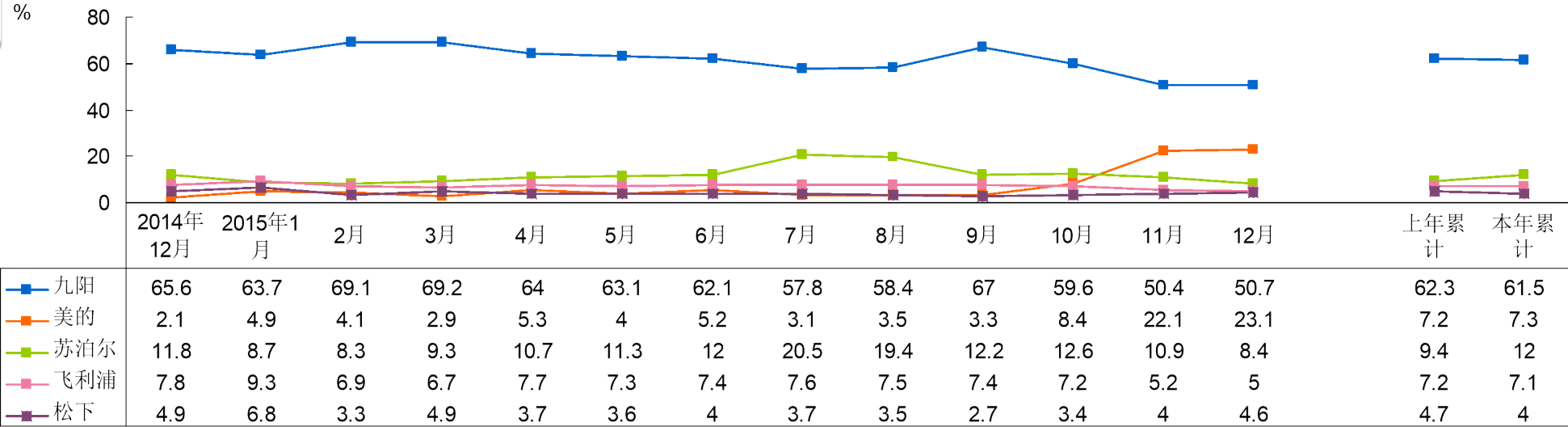
零售额份额



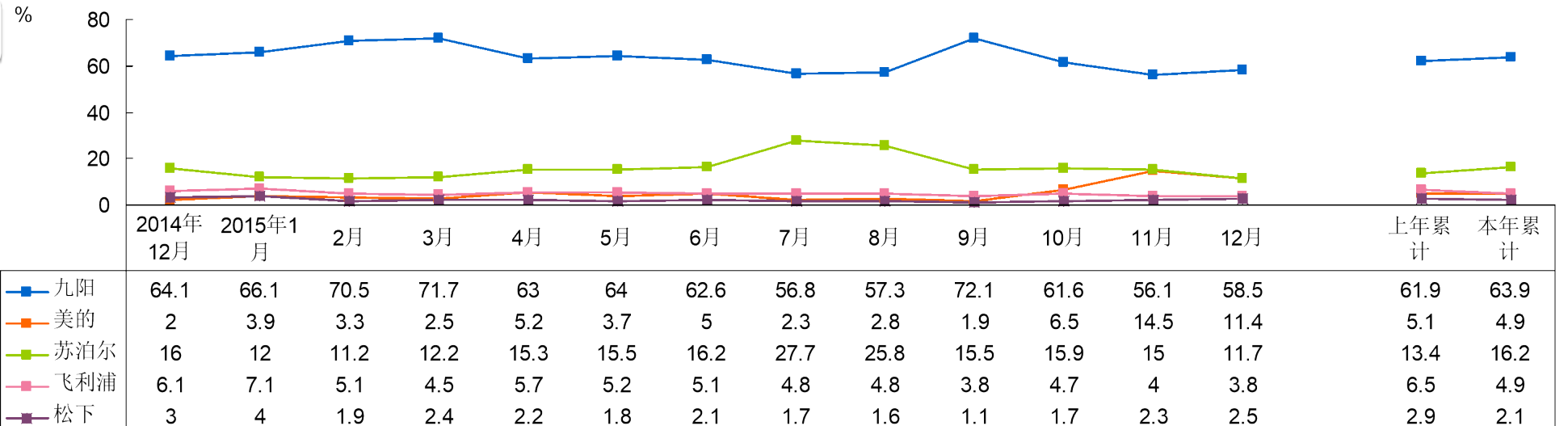
零售量份额



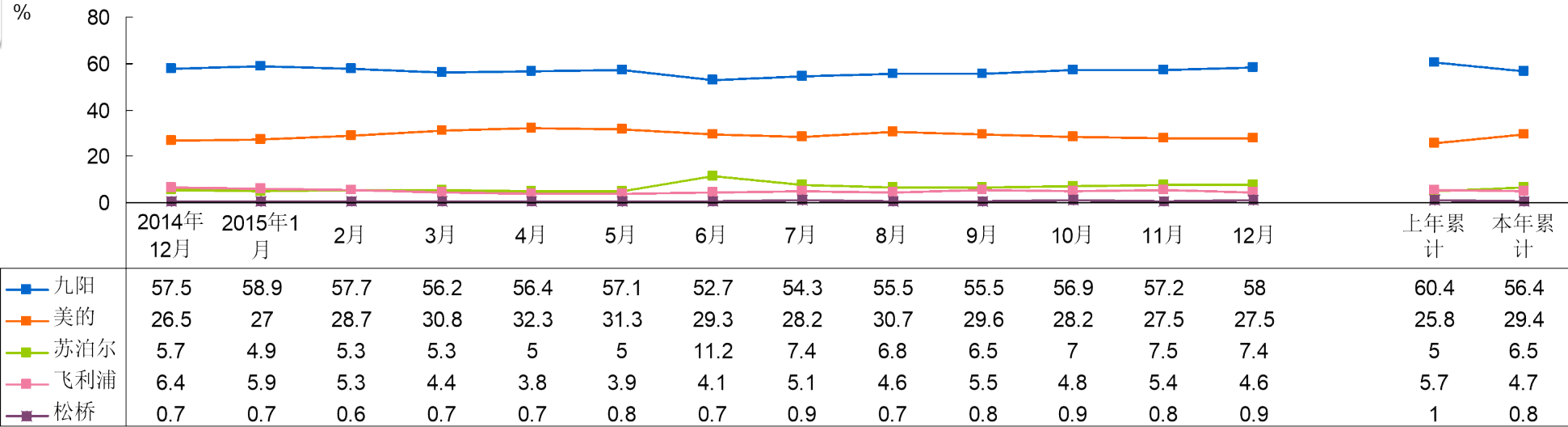
零售额份额



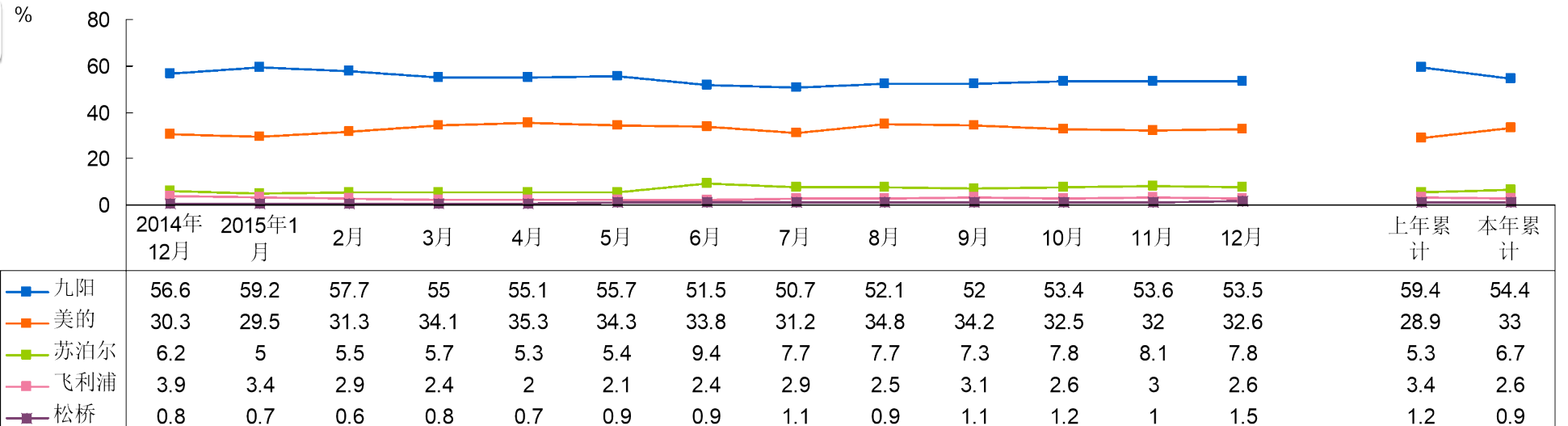
零售量份额



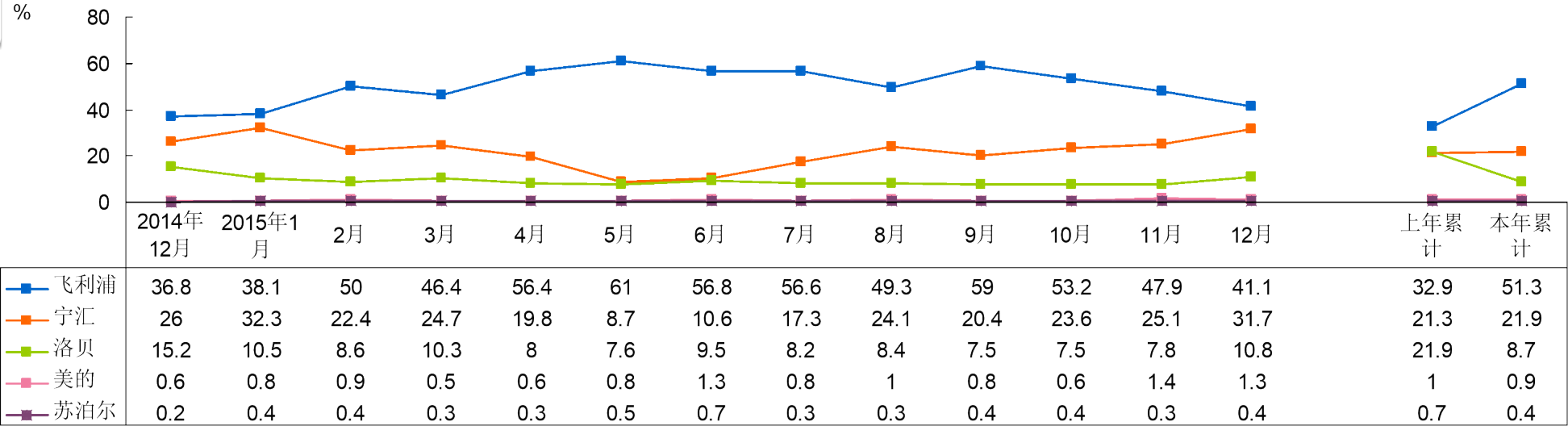
零售额份额



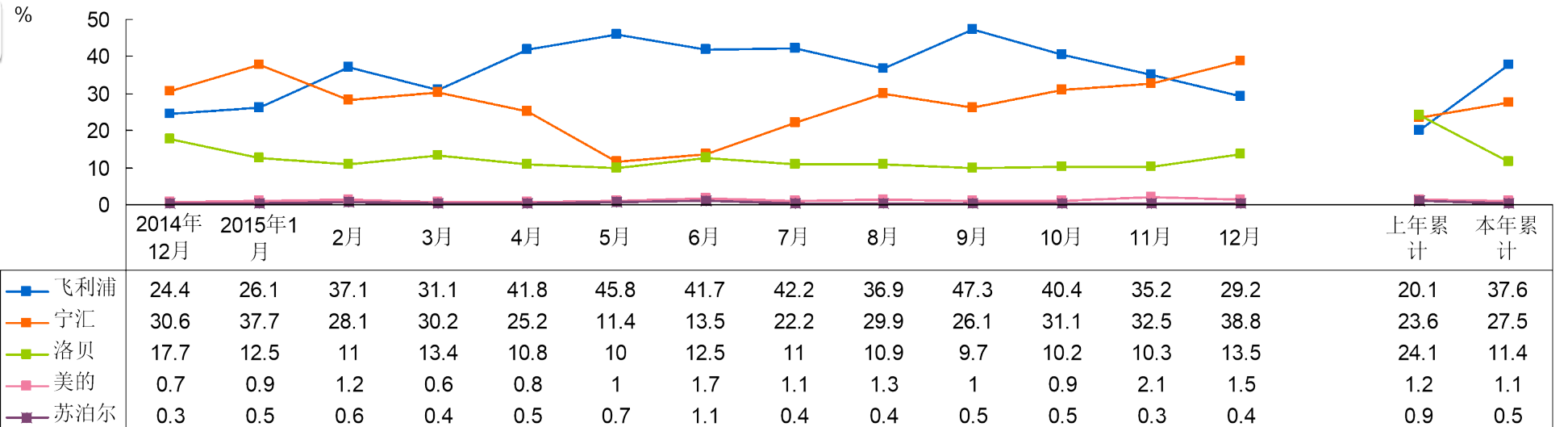
零售量份额



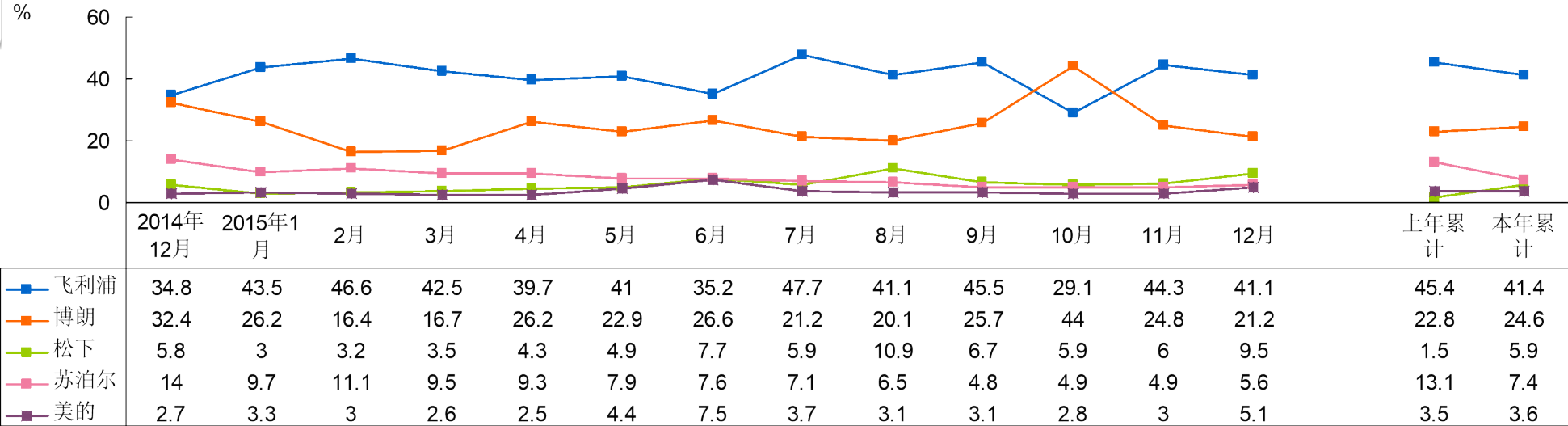
零售额份额



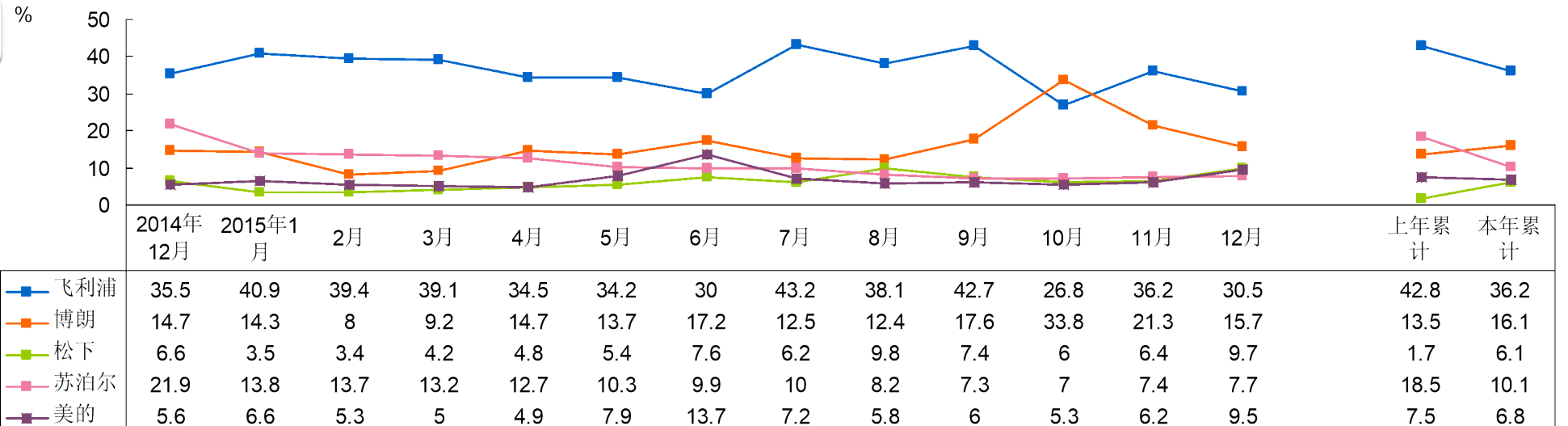
零售量份额



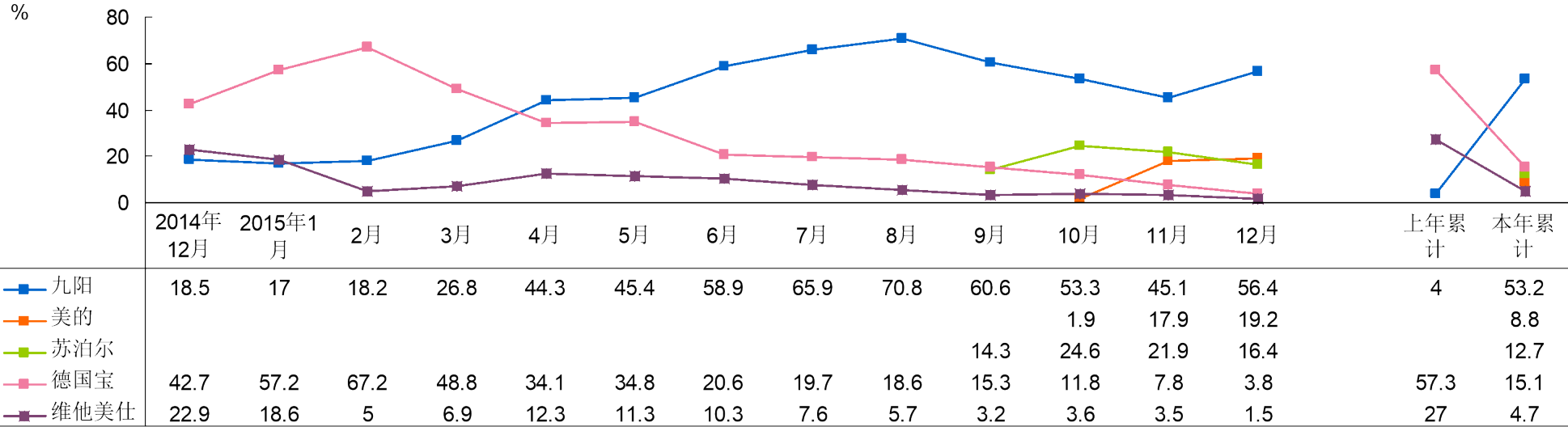
零售额份额



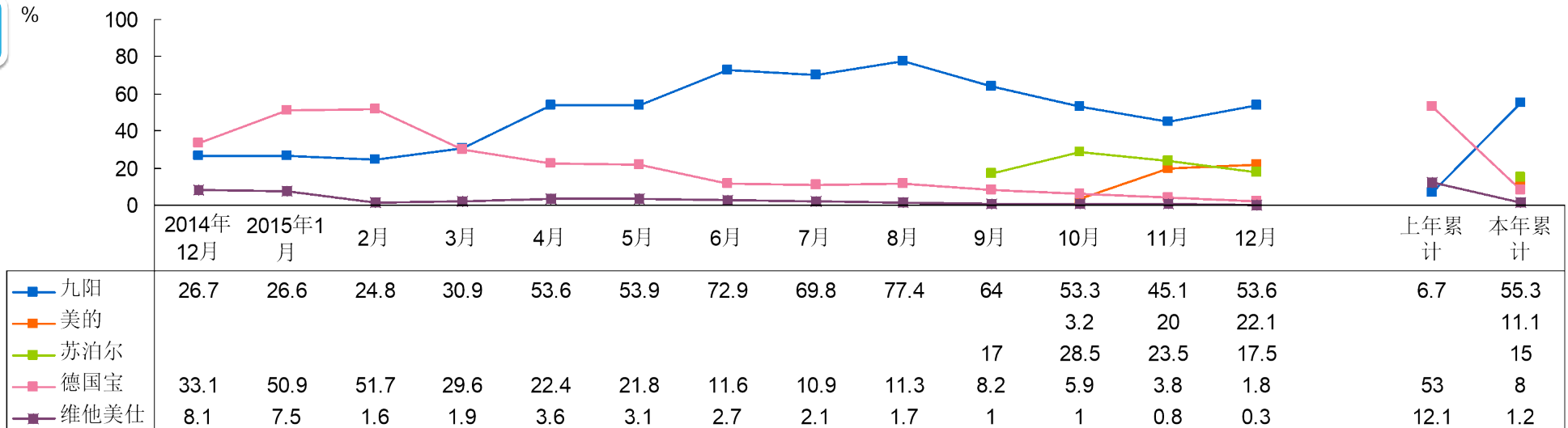
零售量份额



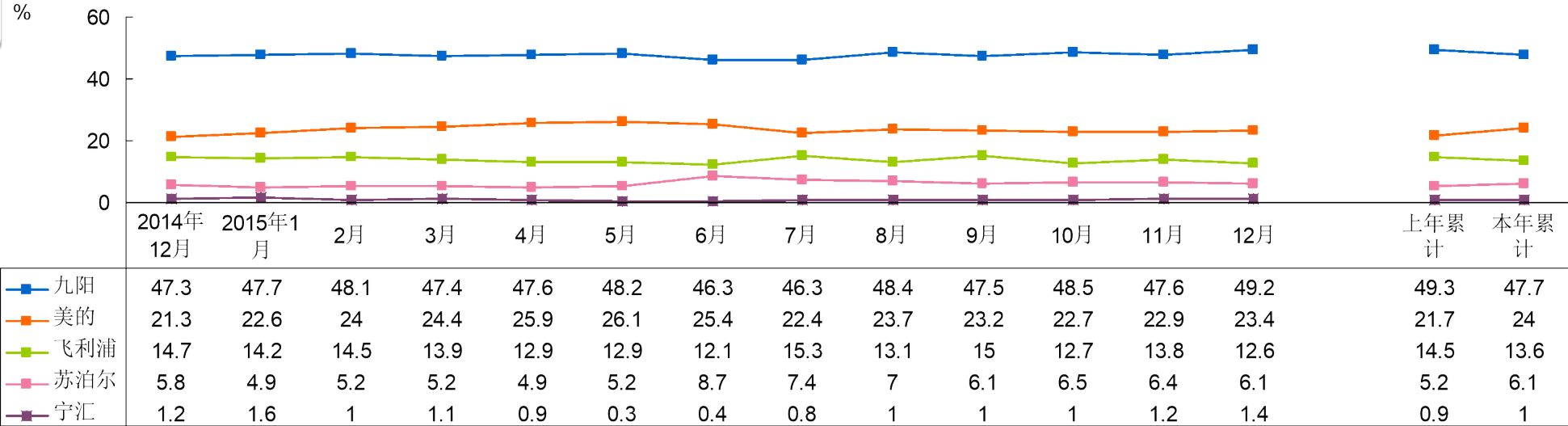
零售额份额



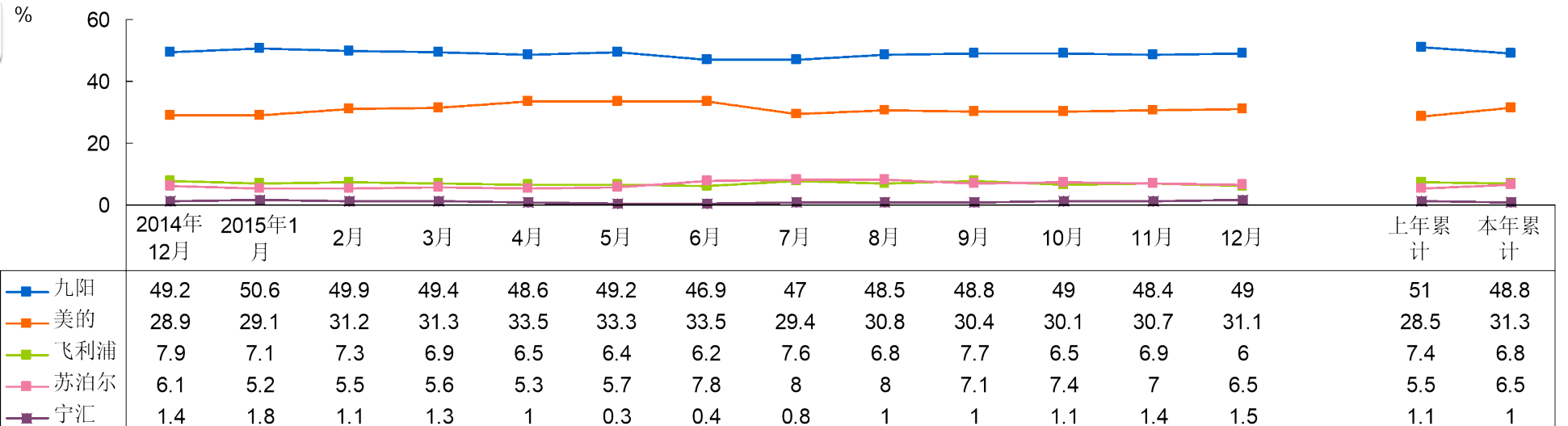
零售量份额



零售额份额



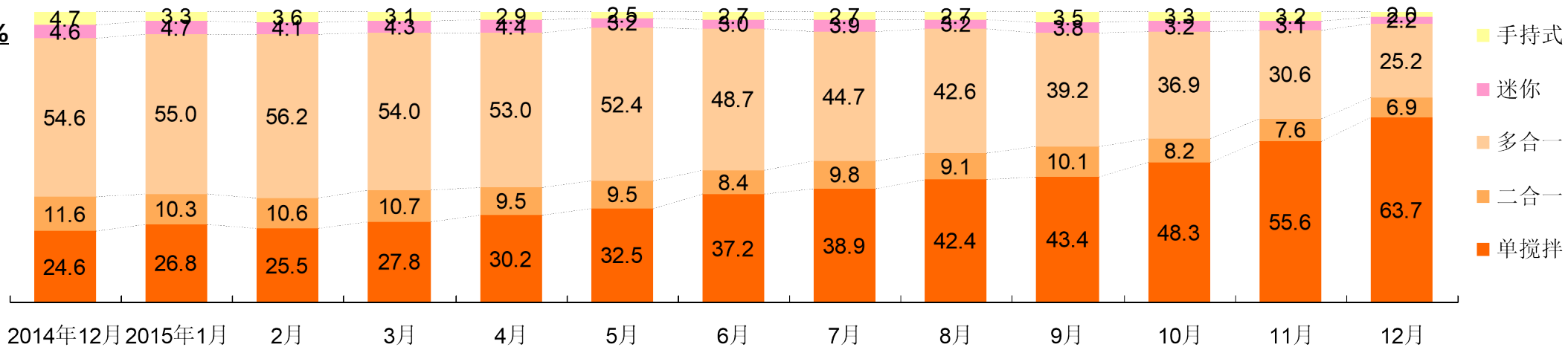
零售量份额



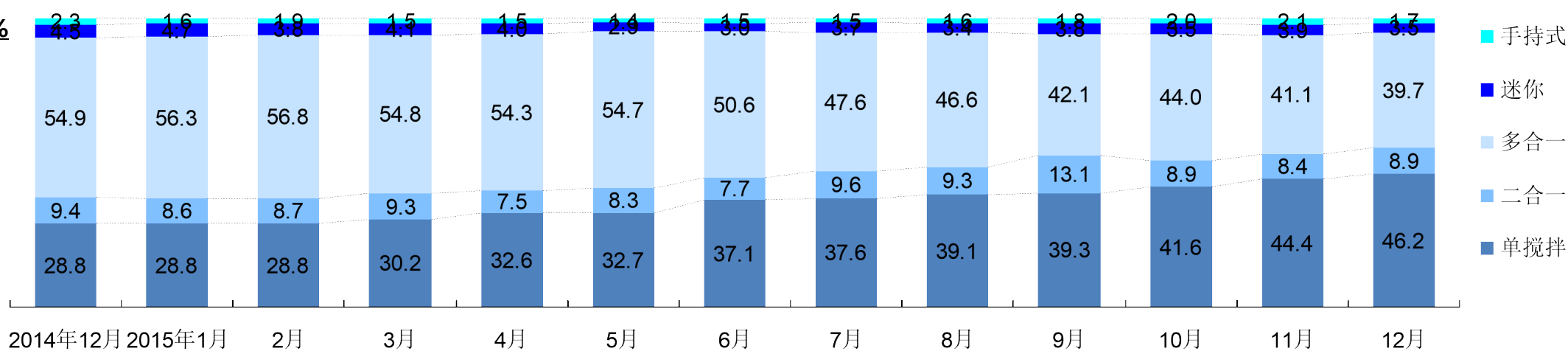
第三部分 产品结构



零售额份额. %



零售量份额. %



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：
<https://d.book118.com/716000131150010213>