

# 中国市场概览 China Market Overview



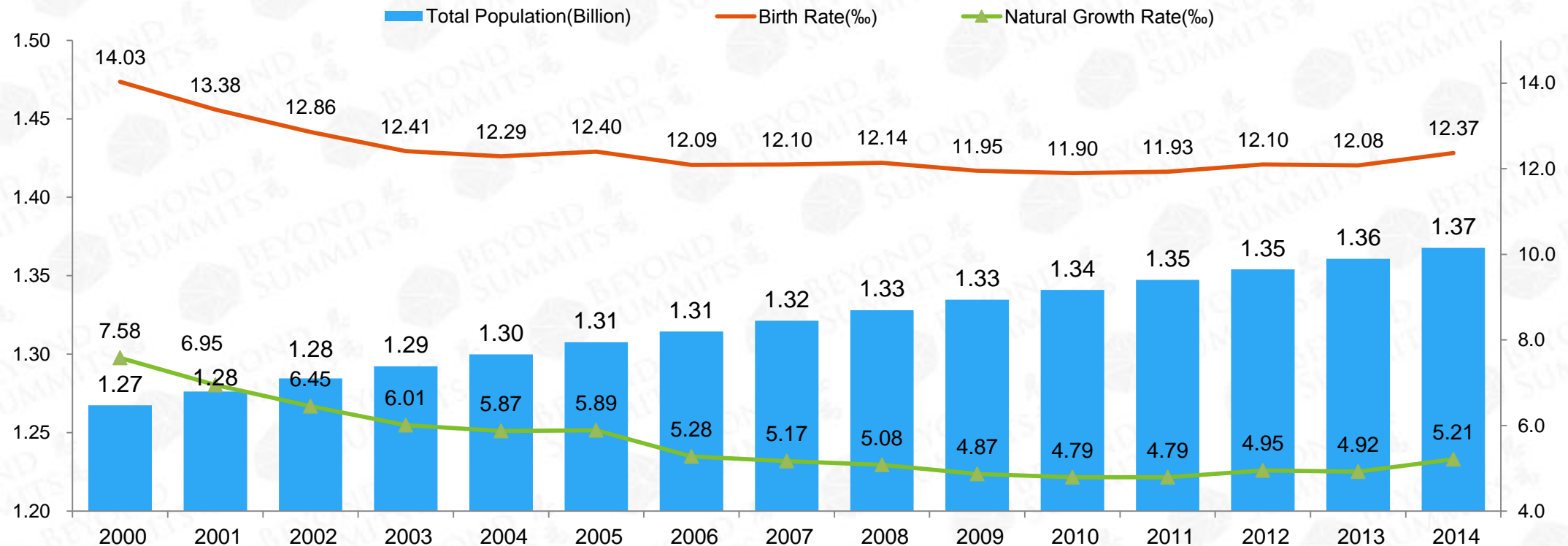
**City**

## Summary :

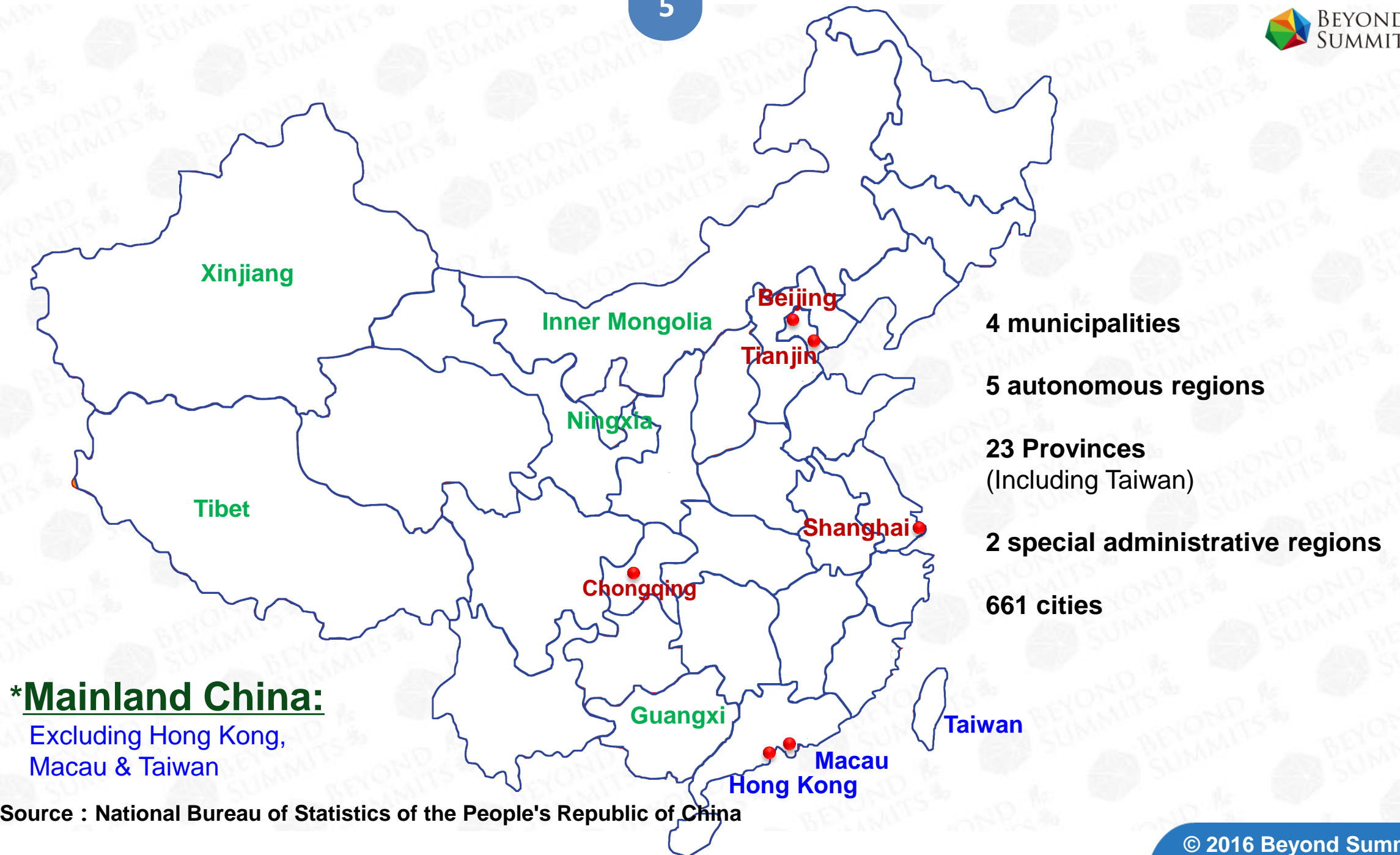
- In recent years, China's population has increased slowly. However, the population density is growing because of the slowdown of urban development. Currently, the increase rate of population has exceeded to the rate of urban construction. Hence, the number of medium/large cities with over 1 million population has been increasing in recent 10 years.
- In the last decades, the aging problem is getting serious. The aging people (over 65-year-old) population now accounts for 10% of total population. The proportion of aging people will get even higher in the future. Meanwhile, China is presenting further urbanization with the evidence that rural population is shrinking by 1% every year.

Over the past decade, China's population was still climbing, yet birth rate and natural growth rate showed lowdown trend. As a result, the annual growth of total population maintained around 10 million.

### China's Population Trend over the Years



Source : National Bureau of Statistics of the People's Republic of China



Source : National Bureau of Statistics of the People's Republic of China



### Top cities:

Beijing  
Shanghai  
Guangzhou  
Shenzhen

### 1<sup>st</sup> tier cities:

Tianjin,  
Shenyang,  
Dalian,  
Harbin,  
Jinan,  
Qingdao,  
Nanjing,  
Hangzhou,  
Wuhan,  
Chongqing,  
Chengdu,  
Xi'an



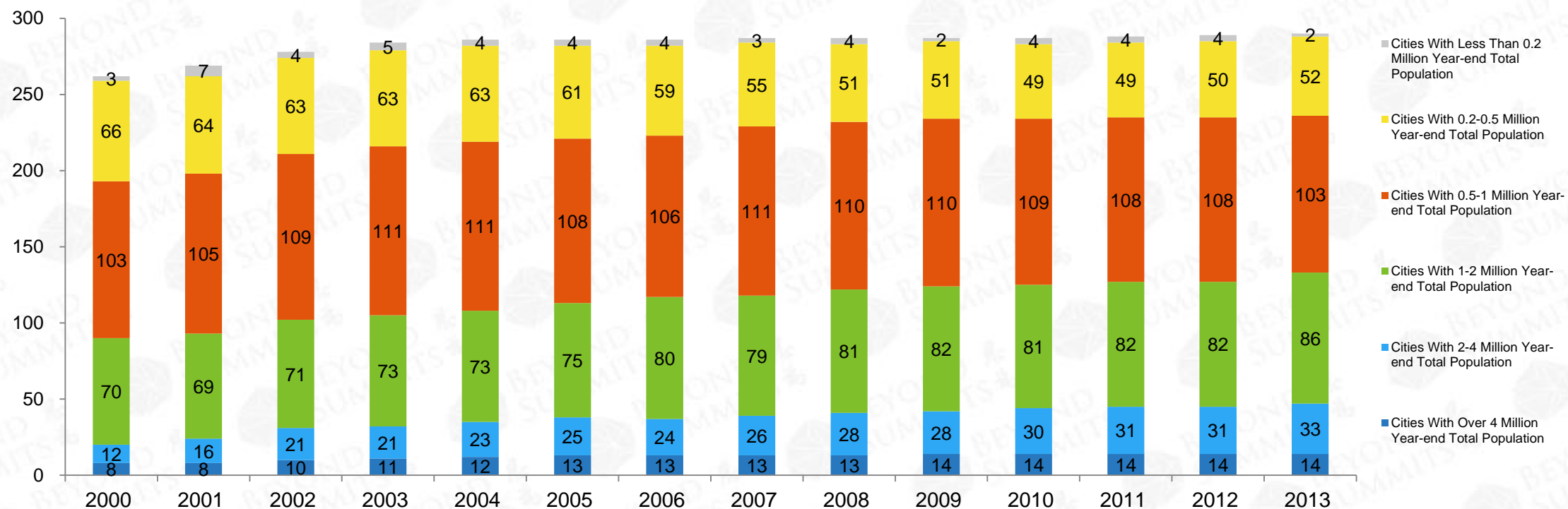
## 2<sup>nd</sup> tier cities:

Shijiazhuang,  
Changchun,  
Hohhot, Taiyuan,  
Zhengzhou,  
Hefei, Wuxi,  
Suzhou, Ningbo,  
Fuzhou, Xiamen,  
Nanchang,  
Changsha,  
Shantou, Zhuhai,  
Haikou, Sanya,  
Nanning, Guiyang,  
Kunming, Lasa,  
Lanzhou, Xining,  
Yinchuan, Urumchi

Source : China Business News Weekly

Considering population mobility and general birth rate, cities with over 1 million population kept increasing over the past decade, and more medium/large cities came into being.

### Cities of Prefectural Level or Above in China

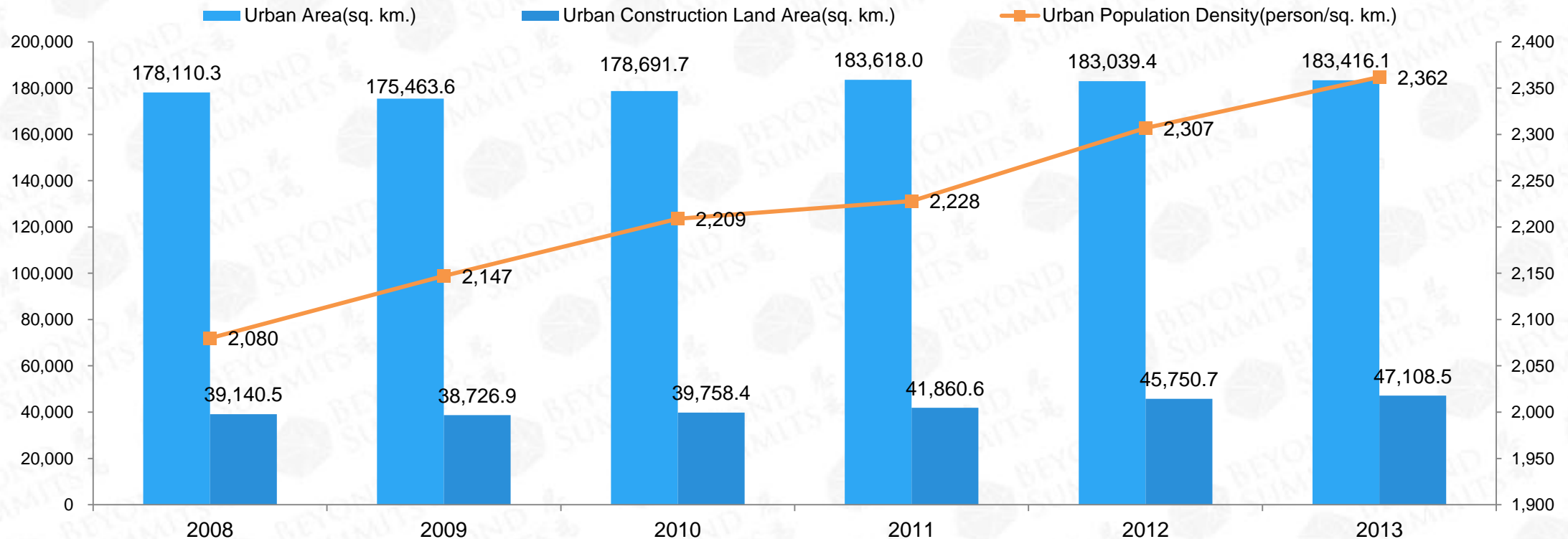


Source : National Bureau of Statistics of the People's Republic of China



Cities' growth slows down, but population density is rising. Population growth has exceeded the urban construction speed.

### China's Urban Construction Speed



Source : National Bureau of Statistics of the People's Republic of China

Over the past 2 decades, lands that can promote the cities and life, such as public facility lands, road and square lands, urban green lands, etc., accounted for a larger share amongst total area.

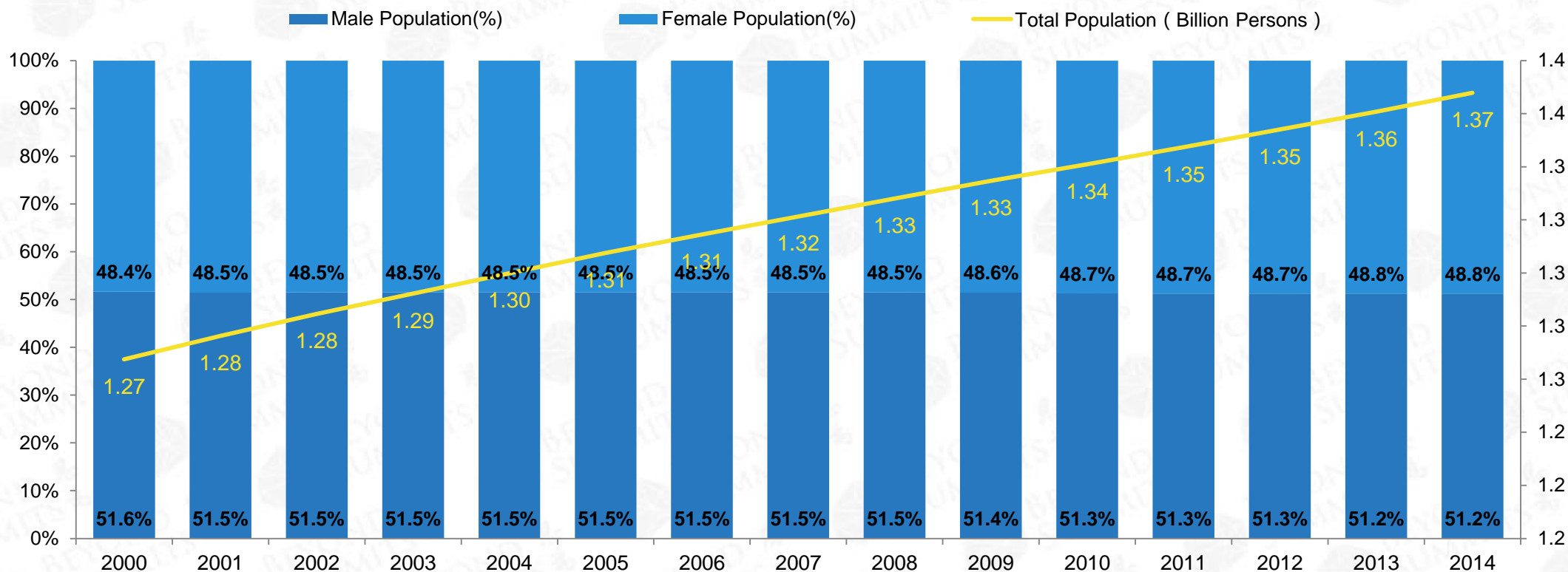
### China's Urban Construction Land Area Structure(1991-2011)

Year	Residential Land(%)	Public Facility Land (%)	Industrial Land(%)	Storage Land(%)	External Transport Land (%)	Road and Square Land (%)	Municipal Utility Land (%)	Green Land (%)	Special Use Land (%)	Total Construction Land Area ( sq. km. )
1991	34.27	8.86	25.13	5.97	5.97	5.64	2.8	5.62	5.49	14011
1992	32.96	10.82	24.95	5.91	5.91	6.06	3.06	6.07	4.26	14958
1993	32.47	11.11	24.48	5.7	5.7	6.46	3.13	6.7	3.99	16588
1994	33.7	10.34	23.94	5.32	5.32	7.86	3.64	6.51	3.64	17939
1995	33.76	10.42	23.58	5.14	5.14	8.16	3.52	6.54	3.67	19264
1996	32.62	10.9	23.39	5.25	5.25	7.47	3.12	7.77	3.7	20214
1997	32.25	10.9	23.14	5.14	5.14	7.72	3.14	8.32	3.52	20791
1998	32.6	11.05	22.43	5.04	5.04	8.1	3.25	8.3	3.42	21379
1999	32.42	11.09	22.29	4.97	6.22	8.06	3.33	8.3	3.32	21524
2000	32.21	11.36	22.04	4.73	6.4	8.21	3.41	8.36	3.28	22439
2001	32.89	11.67	21.1	4.6	6.38	8.59	3.48	8.46	2.83	24026
2002	32.28	11.59	21.5	4.17	6.28	8.83	3.71	8.6	3.03	25972
2003	32.03	12.07	21.48	4.01	5.76	9.32	3.4	9.21	2.72	28308
2004	31.61	12.25	21.79	3.87	5.58	9.71	3.42	9.28	2.49	30406
2005	30.76	13.31	21.62	3.56	4.43	10.63	3.53	9.93	2.23	32520
2006	30.94	12.97	21.95	3.34	4.42	10.81	3.43	10.04	2.1	33659
2007	30.75	12.74	21.89	3.35	4.41	10.98	3.41	10.31	2.16	35469
2008	31.13	12.52	22.28	3.17	4.32	11.28	3.35	9.99	1.96	36295
2009	31.13	12.52	22.28	3.17	4.32	11.28	3.36	9.99	1.96	38727
2010	31.2	12.15	21.86	2.99	4.39	11.77	3.49	10.21	1.95	39758
2011	31.53	12.17	20.86	3.78	4.45	11.33	3.55	10.66	1.67	41805

Source : China City Statistical Yearbook 2013

Over the past decade, males were slightly more than females considering China's gender structure.

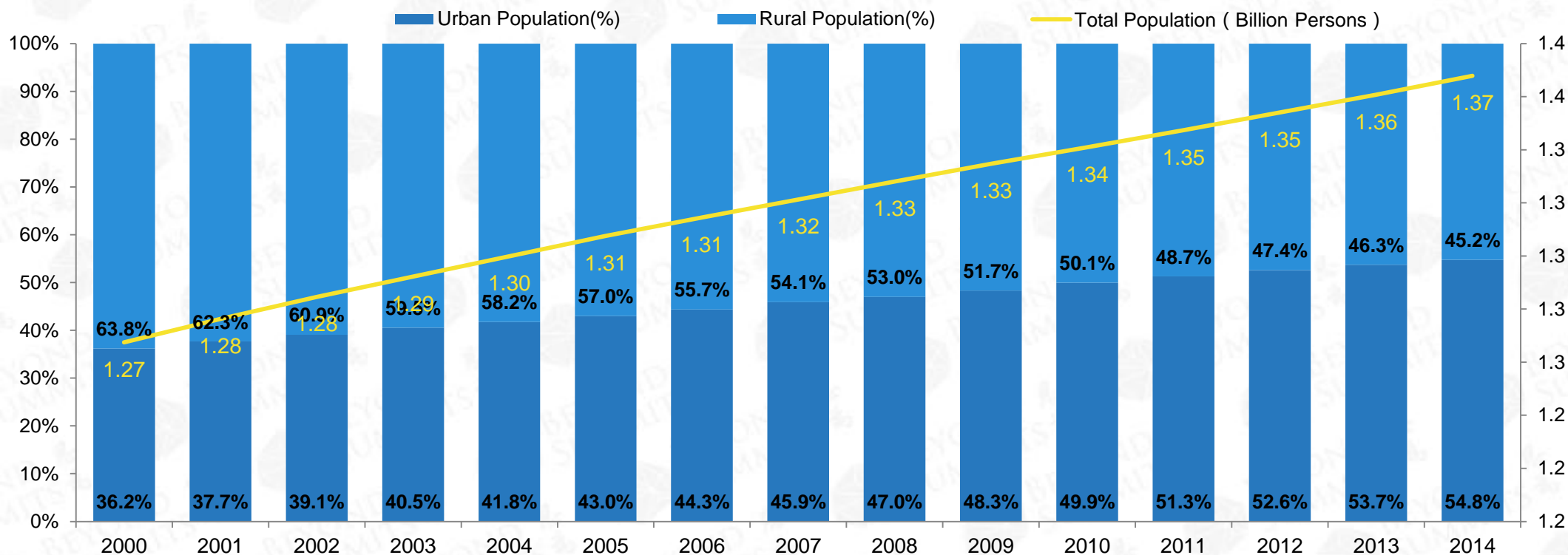
### China's Gender Ratio over the Years



Source : National Bureau of Statistics of the People's Republic of China

Since 2000, China started to face urbanization, and rural population was dropping at one percent each year.

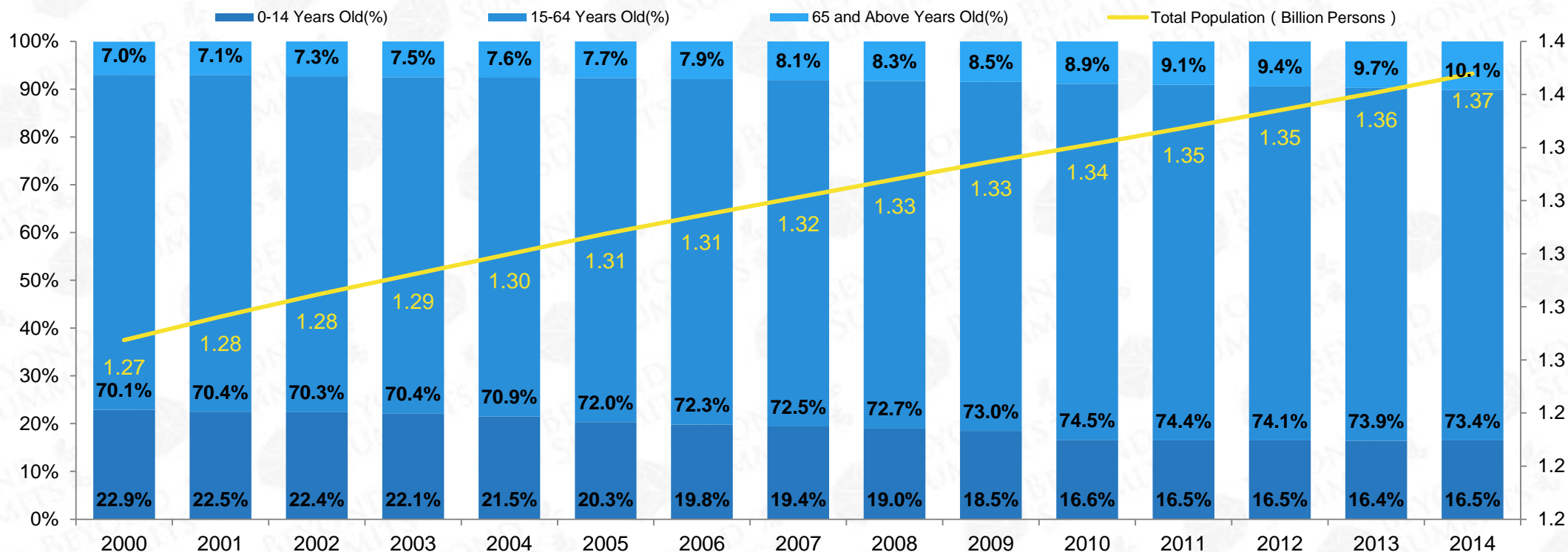
China's Urban-rural Population Ratio over the Years



Source : National Bureau of Statistics of the People's Republic of China

Over the past 15 years, aging population trend was escalating in China, with elderly people of over 65 accounting for 1/10 of the total. Proportion of the old may become higher in the future.

### China Population's Age Structure over the Years



Source : National Bureau of Statistics of the People's Republic of China

Provinces ( Excluding Hong Kong, Taiwan & Macao )	Population Quantity ( Persons )	Population Rank	GDP(Billion RMB)	GDP Rank	Per Capita GDP(RMB)	Per Capita GDP Rank
<b>Guangdong</b>	106440000	1	2986.3	1	32142	5
Shandong	95790000	2	2532.6	2	27148	6
Henan	94130000	3	1423.4	5	15056	15
Sichuan	81070000	4	965.7	9	11708	24
<b>Jiangsu</b>	79394900	5	2473.8	3	32985	4
Hebei	72870000	6	1338.7	6	19363	10
Anhui	69285000	7	690.6	15	11180	27
Henan	66906000	8	836.6	13	13123	19
Hubei	57990000	9	845.1	11	14733	16
<b>Zhejiang</b>	54938000	10	1763.3	4	35730	3
Guangxi	52820000	11	538.6	18	11417	26
Yunnan	46870000	12	426.0	23	9459	29
Jiangxin	45221500	13	532.3	19	12204	23
Liaoning	43900000	14	1041.8	8	24645	8
Heilongjiang	38350000	15	708.1	14	18463	11
Fujian	37740000	16	844.0	12	23663	9
Shaanxi	37637000	17	480.6	21	12843	20
Shanxi	36300000	18	546.5	17	16143	14
Guizhou	35022200	19	254.3	26	6742	31
Chongqing	29700000	20	393.8	24	14011	17
Jilin	26990000	21	469.3	22	17211	12
Gansu	25821800	22	249.4	27	9527	28
Inner Mongolia	24976100	23	614.0	16	25558	7
<b>Shanghai</b>	24150000	24	1165.8	7	65473	1
Xinjiang	22327800	25	330.5	25	16164	13
<b>Beijing</b>	21148000	26	887.9	10	57431	2
Tianjin	10070000	27	501.4	20	7972	30
Hainan	8030000	28	112.1	28	13361	18
Ningxia	5720000	29	76.9	29	12695	22
Qinghai	5290000	30	70.6	30	12809	21
Xizang	3002000	31	32.6	31	11567	25

Source : National Bureau of Statistics of the People's Republic of China

地区	Region	城市合计 Total	按行政级别分组 Grouped by Administrative Levels (year-end)			
			直辖市 Municipality Directly under the Central Government	副省级市 Vice-provincial City	地级市 Prefecture-level City	县级市 County-level City
北京	Beijing	1	1			
天津	Tianjin	1	1			
河北	Hebei	33			11	12
山西	Shanxi	22			11	11
内蒙古	Inner Mongolia	20			9	11
辽宁	Liaoning	31		2	12	17
吉林	Jilin	29		1	7	21
黑龙江	Heilongjiang	30		1	11	18
上海	Shanghai	1	1			
江苏	Jiangsu	36		1	12	23
浙江	Zhejiang	32		2	9	21
安徽	Anhui	22			16	6
福建	Fujian	23		1	8	14
江西	Jiangxi	21			11	10
山东	Shandong	46		2	15	29
河南	Henan	38			17	21
湖北	Hubei	36		1	11	24
湖南	Hunan	29			13	16
广东	Guangdong	44		2	19	23
广西	Guangxi	21			14	7
海南	Hainan	9			3	6
重庆	Chongqing	1	1			
四川	Sichuan	32		1	17	14
贵州	Guizhou	13			6	7
云南	Yunnan	20			8	12
西藏	Tibet	2			1	1
陕西	Shaanxi	13		1	9	3
甘肃	Gansu	16			12	4
青海	Qinghai	5			2	3
宁夏	Ningxia	7			5	2
新疆	Xinjiang	24			2	22
全国总计	National Total	658	4	15	271	368

Source : China City Statistical Yearbook 2014

2015 China Overview, covering Chinese economy, media and markets, is a set of yearly research report conducted and published by Beyond Summits Ltd, a leading all-media total solution provider focused on cross-border brand building & destination marketing in China. This report aims to summarize domestic industries' status in 2015, introduce Chinese market knowledge to overseas stakeholders, and propose Chinese market insights. The whole set of China Overview includes 20 sub-topics including economy, city, people, the rich, luxury, investment, auto, tourism, immigration and cross-border business, as well as Chinese all media, internet, mobile internet, social media, TV, radio, print, OOH, movie and airport.

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