



PASSPORT INDUSTRIAL

УНИКАЛЬНЫЙ ОБЗОР НА 360° КАЖДОЙ ОТРАСЛИ ПРОМЫШЛЕННОСТИ

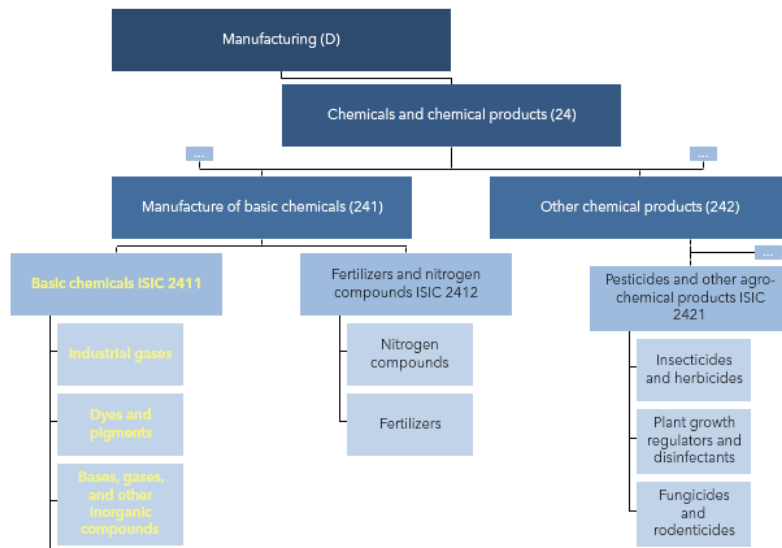
ECATERINA BONDARENKO

2012

Passport Industrial

Уникальное исследовательское решение, предоставляющее анализ 177 отраслей промышленности 18-ти крупнейших экономик мира, представляющих в общей совокупности 78% мирового ВВП. Passport Industrial является ведущей онлайн системой информации высокого уровня о рынке. Предлагается интуитивно понятная навигация по мощным статистическим данным и отчетам, при помощи которой пользователи наглядно воспринимают большие объемы информации, что помогает принять ясные, уверенные решения.

Chart 1 Hierarchical Position of Basic Chemicals Industry



Change View		2010	2011	2012
Australia				
ih	Chemical Products - A\$ mn	21,229,5	23,386,7	24,960,4
ih	Basic Chemicals - A\$ mn	6,175,1	6,897,5	7,431,4
ih	Fertilisers and Nitrogen Compounds - A\$ mn	3,731,5	4,286,2	4,645,4
ih	Man-made Fibres - A\$ mn	323,0	363,5	381,4
ih	Paints and Varnishes - A\$ mn	2,967,6	3,213,5	3,348,7
ih	Metal Products - A\$ mn	88,119,1	91,830,1	96,268,1
ih	Rubber, Plastic, Glass and Other Non-metallic Mineral Products - A\$ mn	27,096,8	28,157,2	29,298,7
Brazil				
ih	Chemical Products - R\$ mn	199,825,9	225,255,6	249,687,5
ih	Basic Chemicals - R\$ mn	47,902,9	54,164,6	58,722,6
ih	Fertilisers and Nitrogen Compounds - R\$ mn	34,078,3	38,395,5	43,636,0
ih	Man-made Fibres - R\$ mn	1,602,5	1,753,1	1,843,2
ih	Paints and Varnishes - R\$ mn	15,387,7	17,108,0	18,877,6
ih	Metal Products - R\$ mn	250,543,5	280,465,2	313,195,2
ih	Rubber, Plastic, Glass and Other Non-metallic Mineral Products - R\$ mn	143,840,1	161,523,9	176,842,1

Search: Country:

View Industry Definition | View Industry Report | Analyze Industry

Industry	% of GDP	Turnover 2011 (JPY bn)	2008/2011 growth %	Profitability margin average 2005/2011
ISIC Industrial (Excl. Economy)	100	956,024	-6.4	18.7
ISIC Primary Materials	1.2	11,685	-6.0	38.6
ISIC Energy, Utilities and Recycling	4.4	54,771	0.7	13.1
ISIC Intermediate Goods	5.8	97,365	13.9	9.3
ISIC Food, Beverages and Tobacco	2.9	33,814	-2.7	16.1
ISIC Personal Goods	1.8	25,112	2.4	19.3
ISIC Machinery	1.9	28,791	14.1	8.8
ISIC Health Goods	2.1	38,605	7.6	6.8
ISIC Transport Equipment	1.9	47,446	11.2	4.2
ISIC Transport and Communications	4.7	55,587	-1.5	19.6
ISIC Finance and Insurance	5.9	47,892	-2.2	31.8
ISIC Construction and Real Estate	15.5	112,493	-2.2	42.0
ISIC Business Services	9.9	79,822	2.1	18.2

Overview: Regions: Products: Suppliers: Competitors: All Data:

Region	1997	2003	2011	1997/11	2011/11	2011/11
Product	28.7	10.4	39.6	5.4	20,230,002	
Motor Vehicles, Trucks and Semi-trailers	3.2	3.4	3.7	10.4	24,048,917	
Construction	5.1	3.9	3.1	-42.1	28,568,289	
Motor Cars and Buses	1.5	1.5	2.1	3.1	23,048,071	
Wholesale	2.2	2.3	2.1	-3.1	19,888,975	
Wholesale, Medical and Dental Services	1.5	1.7	1.8	11.4	16,277,046	
Wholesale, Information	1.5	1.7	1.7	1.4	16,312,523	

Supplier	1997	2003	2011	1997/11	2011/11
Motor Vehicles, Trucks and Semi-trailers	2.9	3.1	3.1	1.7	22,927,748
Wholesale	1.7	2.0	2.6	51.4	18,891,564
Wholesale, Medical and Dental Services	0.8	1.2	1.0	-19.4	14,263,719
Computer and Related Services	1.1	1.4	1.6	41.4	11,944,938

Interactive Database

Standardized Coverage

- Consistent definitions and category definitions
- 177 industry assessments
- 732 vertical industry market sizes

Annual Data

- 20 years of comparable data including 5 year forecasts
- Market Size and Shares determined in value

Additional Data

- Enterprises segmented by employee size
- Market Size segmented by Buyers
- Supply Chain segmented by Suppliers
- Comparative Attractiveness Equation

Insightful Analysis

Industry Reports

- Porter's Five Force inspired analysis of holistic industry performance and attractiveness
- Comparative attractiveness index depicting how each industry is structurally positioned to perform in stable and recessionary conditions
- Forecasted performance for the total industry and segmented by major product lines

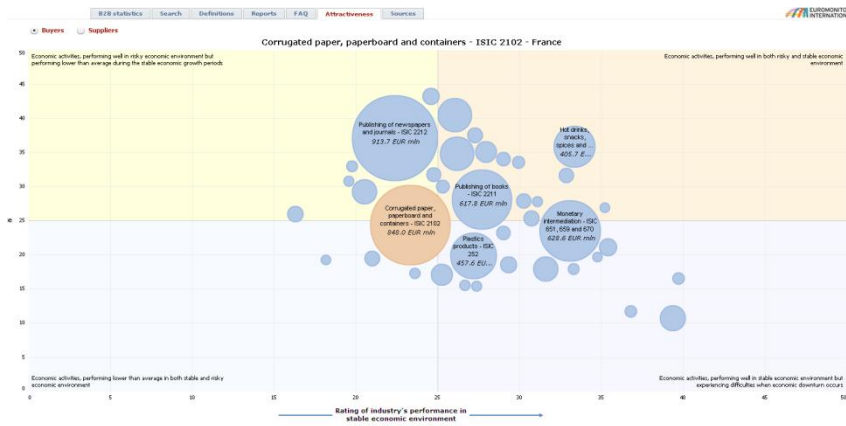
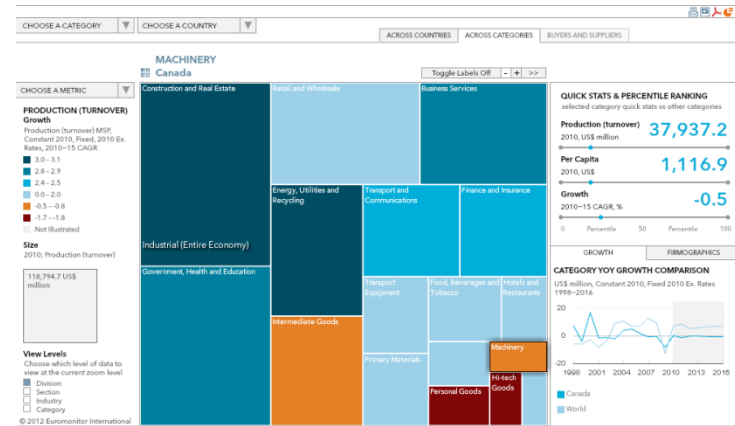
Interactive Dashboard

- Market overview including share of total GDP, rates of profit and forecasted growth
- Total number of enterprises segmented by employee size
- Market share provided for top five players (over 800 total companies sized, including private companies)
- Cross country comparison of industry buyers and suppliers

Dashboards

Industrial benefits from two rich dashboards - Visual and Analytics.

Visual brings the wealth of available data to the surface enabling insightful comparisons of production forecasts, profitability and enterprise segmentation.



Analytics enables power users to fluidly explore high value content such as input/output tables, comparative attractiveness and interdependency.

Geographic Coverage

Industrial covers countries listed below. The coverage is differentiated by group. Group A countries, which are the seven largest global economies, have breakouts displaying Buyers and Suppliers by industry. Whereas, Group B gets the same coverage with regard to analysis, firmographics, etc. but has B2B Buyers and B2B Suppliers listed as aggregated totals.

Group A

- USA
- China
- Japan
- Germany
- France
- Brazil
- UK

Group B

- Italy
- India
- Russia
- Canada
- Spain
- Australia
- Mexico
- South Korea
- Indonesia
- Turkey
- Saudi Arabia

Group A – Example

Revenue composition (%)						Cost structure (%)					
Buyers	19i	20i	20	11/9i	2011 EUR mln	Suppliers	19	20	20	11/9i	2011 EUR mln
Households	23	26	25	39.9	1,065.7	Cargo handling, transport and travel agencies	54	56	55	110.	6,366.4
Wholesale trade	14	12	10	0.9	411.1	Refined petroleum products	9.4	11	13	165.	1,629.5
Motor vehicles, trailers and semi-trailers	6.2	6.1	9.2	113.4	382.6	Labour costs	13	9.	8.4	28.8	1,097.1
Cargo handling, transport and travel agencies	10	8.4	8.4	22.1	365.8	Renting of agricultural, construction and oth...	5.4	5.4	5.3	91.0	660.6
Fertilizers and nitrogen compounds	8.0	6.4	7.1	24.2	291.8	Renting of water transport equipment	3.1	3.	3.1	99.2	466.4
Manufacture and distribution of gas	4.4	4.4	4.1	32.1	168.3	Monetary intermediation	0.7	1.0	0.4	154.1	107.2
Basic iron and steel	4.0	3.7	3.4	33.5	155.1	Extraction of crude petroleum and natural gas	0.7	0.7	0.4	130.	105.9
Refined petroleum products	0.1	0.1	1.0	0.0	70.0	Sea, air and freight transport	0.1	0.1	0.1	100.	0.1

Group B – Example

Revenue composition (%)						Cost structure (%)					
Buyers	19i	20i	20	11/9i	2011 EUR mln	Suppliers	19	20	20	11/9i	2011 EUR mln
B2B purchases	71	71	68	185.	2,385.1	B2B costs	62	70	74	139.1	3,388.8
Households	28	28	31	218.3	1,101.2	Labour costs	32	26	23	43.6	1,060.7
Government	0.1	0.1	0.2	1.000	7.5	Taxes less subsidies	4.4	3.0	2.4	7.0	116.2
Investment	0.0	0.0	0.0	0.0	0.0	Total	10	10	10	101.1	4,565.7
Total	101	101	101	195.2	3,493.8						

НАЧАЛО РАБОТЫ С PASSPORT INDUSTRIAL

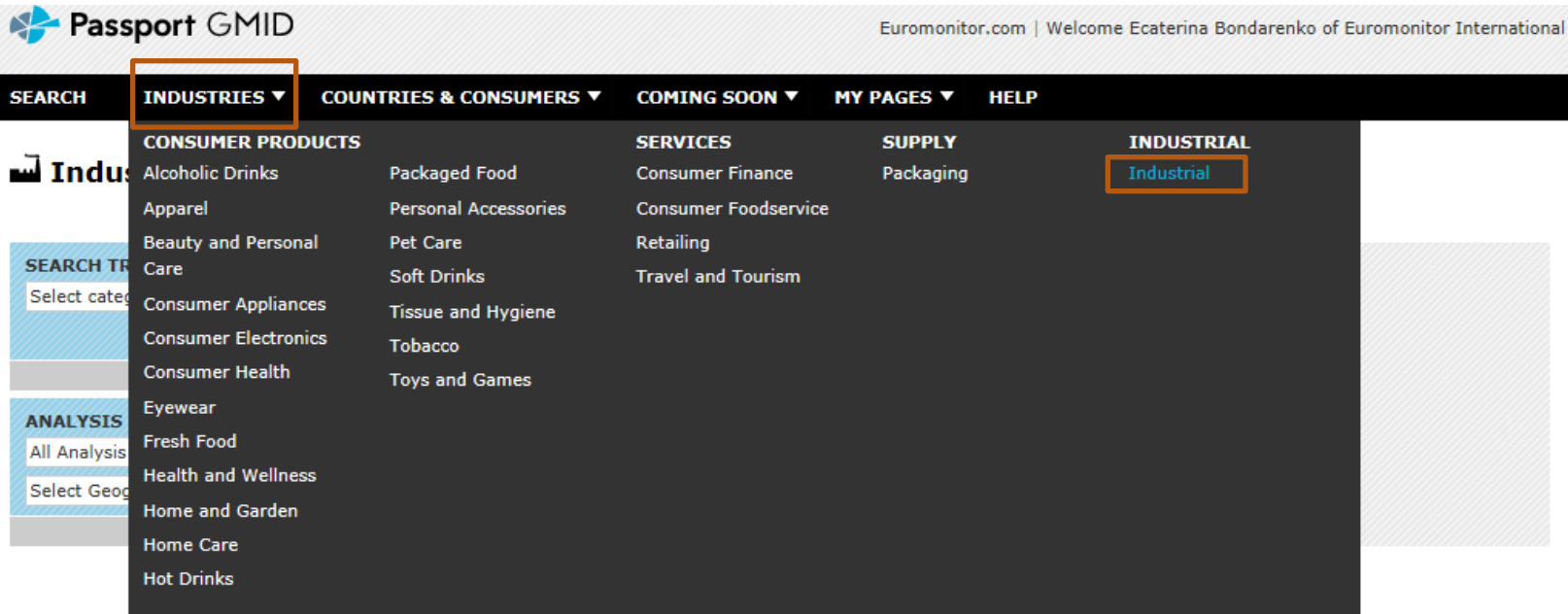
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ОБЗОР ВСЕХ ОТРАСЛЕЙ ЭКОНОМИКИ: 18 КРУПНЕЙШИХ СТРАН



High Wages do not Inhibit Profitability

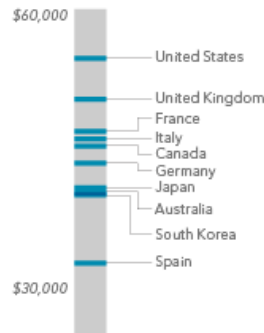
Datagraphic | 18 Oct 2012

DATAGRAPHIC INDUSTRIAL High Wages do not Inhibit Profitability

High Wages do not Inhibit Profitability
Agricultural and Forestry Machinery Industry
profitability vs average wages, 2011



Economy Average Wages
Average of all Industries
average wages, US\$ per annum 2011



DID YOU KNOW?

More than 80% of Canada's arms exports go to the US

[See the Data >](#)

Italy's car makers enjoy 8 times the profitability of their French counterparts

[See the Data >](#)

Half of the US demand for pharmaceuticals is served by imports

[See the Data >](#)

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Industrial

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Select category...
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Select...
Go >

The Exports Market in Canada

Podcast | 20 Nov 2012



Exports are essential to the Canadian economy, with Canada relying on exports more than any other country in North America.

Machinery for Construction, Mining and Quarrying in USA: ISIC 2924

Industry Overview | 13 Nov 2012

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A Perfect Storm: Food Price Trends and Extreme Weather

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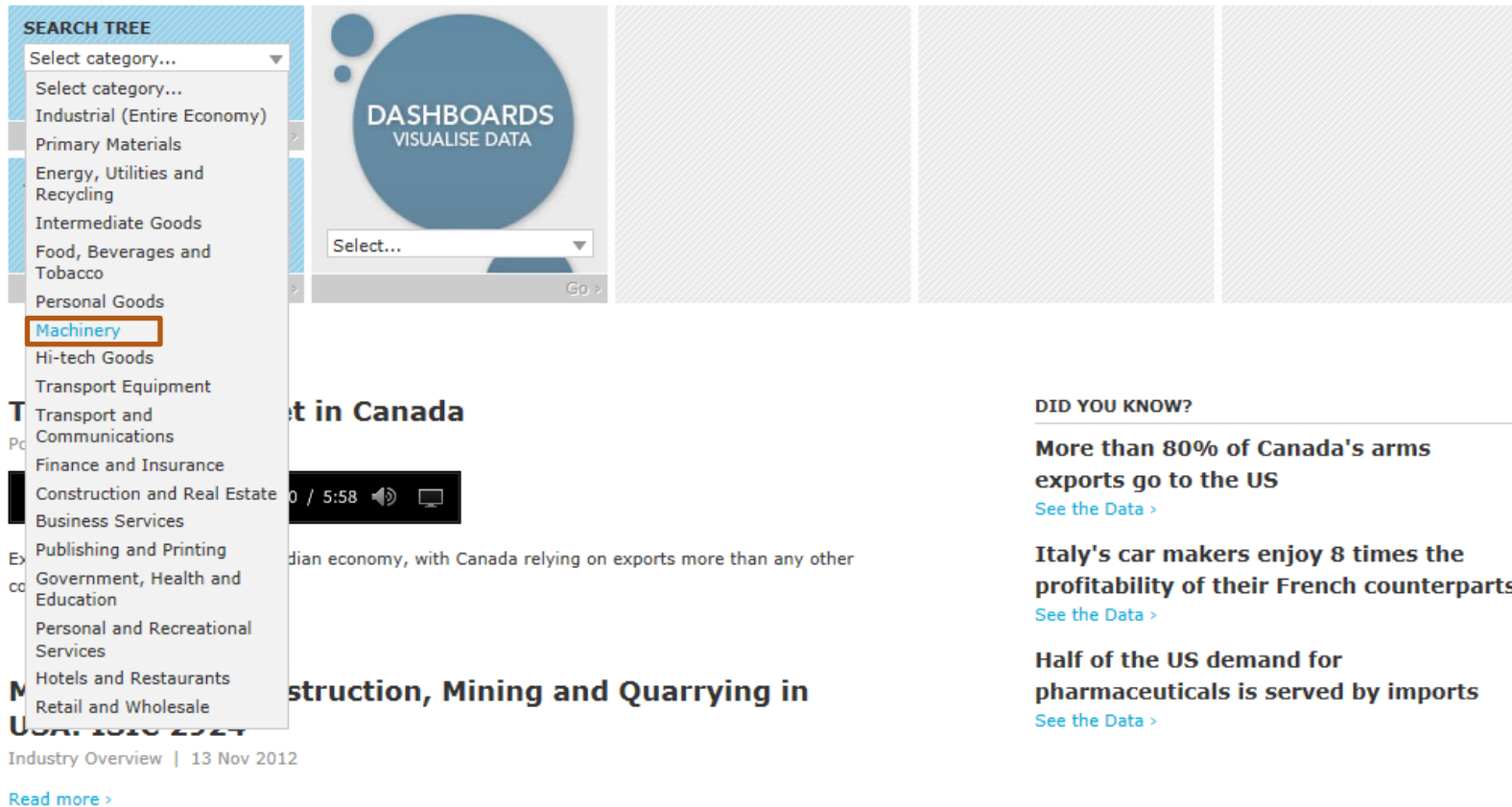
[Weapons and Ammunition in USA: ISIC 2927](#)

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В ПОИСКОВОМ ОКНЕ **SEARCH TREE** ВЫБЕРИТЕ КАТЕГОРИЮ И НАЖМИТЕ **GO**

Industrial



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- Select category...
- Select category...
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- Intermediate Goods
- Food, Beverages and Tobacco
- Personal Goods
- Machinery**
- Hi-tech Goods
- Transport Equipment
- Transport and Communications
- Finance and Insurance
- Construction and Real Estate
- Business Services
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- Government, Health and Education
- Personal and Recreational Services
- Hotels and Restaurants
- Retail and Wholesale

DASHBOARDS
VISUALISE DATA

Select... Go >

Export in Canada

0 / 5:58

Canadian economy, with Canada relying on exports more than any other

Construction, Mining and Quarrying in

Industry Overview | 13 Nov 2012

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A Perfect Storm: Food Price Trends and Extreme Weather

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Weapons and Ammunition in USA: ISIC 2927
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Machinery for Textile and Apparel Production in USA: ISIC 2926

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 - General Purpose Machinery
 - Bearings, Gears, and Driving Elements
 - Ball and Roller Bearings
 - Gears, Gearing and Other Driving Elements
 - Cutlery, Hand Tools and General Hardware
 - Engines and Turbines, Except Aircraft, Vehicle and Cycle Engines
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 - Lifting and Handling Equipment
 - Non-domestic Air-conditioning, Packaging and Other General Purpose Machinery
 - Pumps, Compressors, Taps and Valves

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CATEGORY SUMMARY

Machinery

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- G8 Group of Eight**
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CATEGORY SUMMARY

- Machinery

GEOGRAPHY SUMMARY


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ПРИМЕР ПО ЗАДАННОМУ ПОИСКУ

- Возможность работы с данными: просмотрите функции конвертирования, изменения временных рядов, копирования/экспортирования, перехода к анализу, диаграммам и т.д.

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- Currency conversions
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 - US\$ (fixed ex rates)
 - Euro (y-o-y ex rates)
 - Euro (fixed ex rates)**
 - £ (y-o-y ex rates)
 - £ (fixed ex rates)
 - JPY (y-o-y ex rates)

Change Time Series

Change Categories

Change Geographies

More Results

- Production
- Profitability
- Exports
- Imports
- Market and Prices
- Employment
- Firmographics
- Buyers
- Suppliers

Historic | **Production (turnover) MSP | € mn** | Current Prices | Fixed 2011 Exchange Rates

Key: Related Analysis Chart this Row Profitability Exports Imports Market and Prices Employment

▲ Firmographics ● Buyers ▼ Suppliers

Change View 2006 ▾ 2007 ▾ 2008 ▾ 2009 ▾ 2010 ▾ **2011 ▾**

Machinery

		2006	2007	2008	2009	2010	2011
<input type="checkbox"/>	USA	268.969,5	286.107,1	287.478,7	238.109,4	252.936,9	263.827,3
<input type="checkbox"/>	Japan	297.390,9	313.178,0	313.808,4	229.702,3	252.343,6	257.673,0
<input type="checkbox"/>	Germany	209.846,0	235.984,0	248.502,9	200.221,7	227.010,7	242.038,0
<input type="checkbox"/>	Italy	110.051,7	120.216,6	121.857,0	95.940,3	105.761,9	113.442,5
<input type="checkbox"/>	France	68.312,7	72.621,8	73.782,8	65.097,8	67.353,9	70.406,8
<input type="checkbox"/>	Russia	34.042,6	45.066,4	55.136,4	41.163,3	47.183,4	53.176,5
<input type="checkbox"/>	United Kingdom	38.801,4	40.245,7	41.606,6	37.891,7	39.501,5	41.152,0
<input type="checkbox"/>	Canada	37.185,4	38.319,9	35.496,0	33.163,2	33.717,9	34.869,1

Category definitions | Calculation variables

Research Sources:

- Industrial: Euromonitor from trade sources/national statistics

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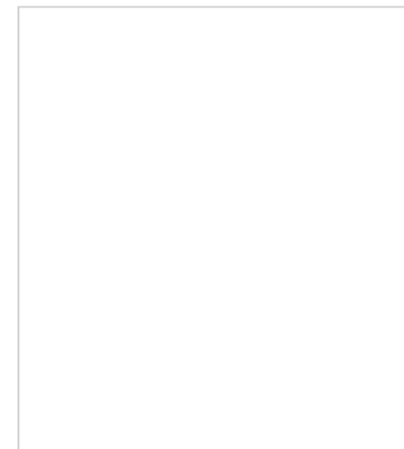
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- Machinery for Construction, Mining and Quarrying
- Machinery for Food, Beverage and Tobacco Processing
- Machinery for Metallurgy
- Machinery for Textile and Apparel Production
- Machinery Parts, Attachments and Accessories
- Machinery, Equipment and Supplies Wholesale
- DIY Machinery and Equipment
- Other Machine Tools

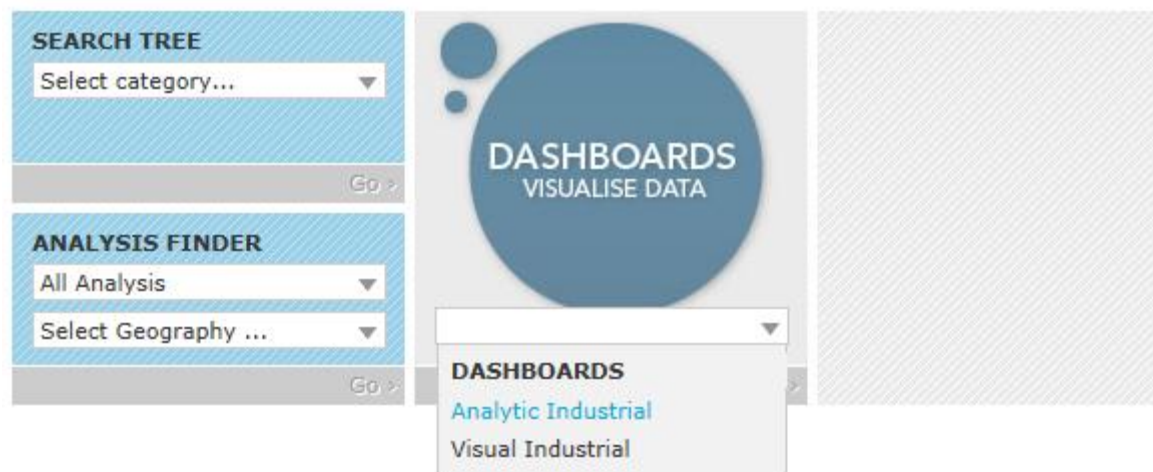
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 - Intermediate Goods
 - Food, Beverages and Tobacco
 - Personal Goods
 - Machinery
 - Hi-tech Goods
 - Transport Equipment
 - Transport and Communications
 - Finance and Insurance
 - Construction and Real Estate
 - Business Services
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 - Government, Health and Education
 - Personal and Recreational Services
 - Hotels and Restaurants
 - Retail and Wholesale
- Packaged Food
- Packaging

[Clear Selection](#)[Now Choose Geographies >](#)**CATEGORY SUMMARY**

ВОЗМОЖНОСТЬ РАБОТЫ С ПОМОЩЬЮ ФУНКЦИИ **DASHBOARDS:**

- Подключившись к системе, Выберите *Analytic Industrial* и нажмите **GO**

 **Industrial**

➤ B2B: INDUSTRIAL (ENTIRE ECONOMY)

ВЫБЕРИТЕ СТРАНУ И РАСКРОЙТЕ СПИСОК ИНДУСТРИЙ

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Industry	% of GDP	Turnover 2011 RMB bln	2009/2012 growth %	Profitability historic average 2005/2011
<input checked="" type="checkbox"/> Industrial (Entire Economy)	100	137,471	52.7 ▲	14.5
<input type="checkbox"/> Primary Materials	10.3	8,620	40.2 ▲	8.1
<input type="checkbox"/> Energy, Utilities and Recycling	12.2	13,596	66.9 ▲	22.5
<input type="checkbox"/> Intermediate Goods	15.8	33,294	57.5 ▲	10.1
<input type="checkbox"/> Food, Beverages and Tobacco	3.8	7,139	47.4 ▲	8.3
<input type="checkbox"/> Personal Goods	5.7	8,300	44.4 ▲	12.6
<input type="checkbox"/> Machinery	4.1	7,231	64.3 ▲	10.7
<input type="checkbox"/> Hi-tech Goods	3.7	11,031	61.3 ▲	7.5
<input type="checkbox"/> Transport Equipment	2.8	7,073	69.6 ▲	6.5
<input type="checkbox"/> Transport and Communications	8.0	6,818	48.2 ▲	32.8
<input type="checkbox"/> Finance and Insurance	5.8	3,474	56.3 ▲	44.0
<input type="checkbox"/> Construction and Real Estate	9.1	13,151	46.4 ▲	18.1
<input type="checkbox"/> Business Services	2.9	3,268	52.4 ▲	17.0

Overview
Sectors
Market and Prices
Trade
Profitability
Firmographics
Interdependency
Benchmark
Companies
All Data

Buyers	1997	2003	2011	11/97 (%)	2011 RMB mln
Households	17.9	15.6	10.2	288 ▲	13,863,371
Construction	6.2	6.4	6.7	639 ▲	9,123,712
Basic Iron and Steel	2.5	2.8	4.2	1,033 ▲	5,644,279
Motor Vehicles, Trailers and Semi-trailers	2.0	2.4	3.8	1,183 ▲	5,169,718
Refined Petroleum Products	1.1	1.5	2.2	1,279 ▲	3,041,101
Electronic Components, Valves and Tubes	1.4	1.3	2.2	1,016 ▲	3,013,948
Agriculture	5.0	2.9	2.0	173 ▲	2,707,153

Explore Selected Buyer
Export to Excel

Suppliers	1997	2003	2011	11/97 (%)	2011 RMB mln
Labour costs	25.0	21.7	13.7	268 ▲	15,278,872
Basic Iron and Steel	4.6	5.6	6.1	797 ▲	6,848,326
Agriculture	8.2	5.1	4.1	241 ▲	4,625,432
Basic Precious and Non-ferrous Metals	1.6	2.1	3.9	1,513 ▲	4,375,148
Electronic Components, Valves and Tubes	2.5	3.1	3.6	868 ▲	4,039,379
Refined Petroleum Products	2.1	2.5	3.4	972 ▲	3,809,804
Production, Collection and Distribution of Electricity	2.1	2.6	3.2	905 ▲	3,540,383

Explore Selected Supplier
Export to Excel

➤ ВЫБРАВ ИНДУСТРИЮ, ВОСПОЛЬЗУЙТЕСЬ ФУНКЦИЯМИ НИЖНЕЙ ПАНЕЛИ ИНСТРУМЕНТОВ: 7

OVERVIEW/ SECTORS/ MARKET & PRICES/ TRADE/ PROFITABILITY/ FIRMOGRAPHICS/ INTERDEPENDENCY/ BENCHMARK/ COMPANIES/ ALL DATA

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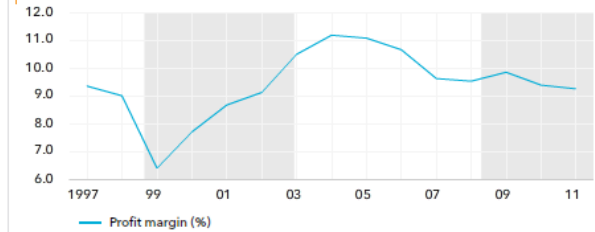
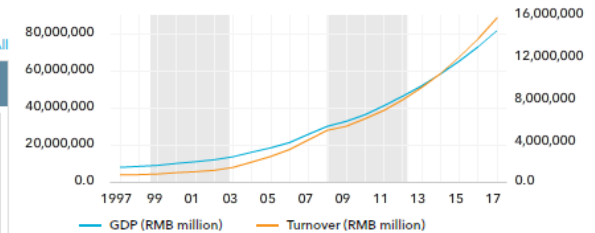
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Industry	% of GDP	Turnover 2011 RMB bln	2009/2012 growth %	Profitability historic average 2005/2011
<input type="checkbox"/> Industrial (Entire Economy)	100	137,471	52.7 ▲	14.5
<input checked="" type="checkbox"/> Primary Materials	10.3	8,620	40.2 ▲	8.1
<input checked="" type="checkbox"/> Energy, Utilities and Recycling	12.2	13,596	66.9 ▲	22.5
<input type="checkbox"/> Intermediate Goods	15.8	33,294	57.5 ▲	10.1
<input checked="" type="checkbox"/> Chemical Products	2.9	6,966	62.8 ▲	10.0
<input type="checkbox"/> Metal Products	6.7	14,107	59.2 ▲	10.2
<input checked="" type="checkbox"/> Basic Iron and Steel - ISIC 271	3.0	6,864	48.0 ▲	9.9
<input type="checkbox"/> Basic Precious and Non-ferrous Metals - ISIC 272	1.9	3,288	64.7 ▲	10.6
<input type="checkbox"/> Casting of Metals - ISIC 273	0.1	931	82.3 ▲	2.2
<input type="checkbox"/> Coating of Metals and Mechanical Engineering - ISIC 2892	0.2	263	64.3 ▲	15.9
<input type="checkbox"/> Forming of Metal and Powder Metallurgy - ISIC 2891	0.1	119	80.2 ▲	10.3
<input type="checkbox"/> Metal Packaging, Wire and Other Fabricated Metal Products - ISIC 2899	1.3	2,278	78.2 ▲	13.8
<input type="checkbox"/> Structural Metal Products - ISIC 2811	0.1	341	61.9 ▲	7.2



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Explore Selected Buyer | [Export to Excel](#)

Buyers	1997	2003	2011	11/97 (%)	2011 RMB mln
Basic Iron and Steel	25.8	24.8	29.1	947 ▲	2,003,407
Construction	23.8	30.9	22.6	780 ▲	1,555,202
Motor Vehicles, Trailers and Semi-trailers	9.2	9.2	7.9	696 ▲	545,474
Metal Packaging, Wire and Other Fabricated Metal Products	5.2	5.2	7.6	1,268 ▲	523,585
Machinery for Rubber, Plastics and Paper Industries and Other Special Purpos	2.7	2.0	3.0	934 ▲	203,639
Structural Metal Products	2.1	1.7	2.4	961 ▲	168,149
Non-domestic Air-conditioning, Packaging and Other General Purpose Machir	5.0	3.1	2.0	272 ▲	139,045

Explore Selected Supplier | [Export to Excel](#)

Suppliers	1997	2003	2011	11/97 (%)	2011 RMB mln
Basic Iron and Steel	33.9	34.9	34.1	947 ▲	2,003,407
Mining of Metal Ores	11.1	9.8	20.5	1,819 ▲	1,202,952
Coke Oven Products	2.9	3.9	7.2	2,437 ▲	422,047
Recycling of Metal Waste and Scrap	3.6	4.3	5.3	1,411 ▲	308,480
Production, Collection and Distribution of Electricity	5.1	6.0	4.2	755 ▲	247,338
Labour costs	11.7	12.0	3.8	240 ▲	224,598
Mining of Coal and Lignite; Extraction of Peat	4.3	4.3	2.6	526 ▲	150,818

➤ ВОЗМОЖНОСТЬ РАБОТЫ С ДАННЫМИ: ПРОСМОТРИТЕ ФУНКЦИИ КОНВЕРТИРОВАНИЯ РАСЧЁТОВ: ЗАНИМАЕМОЙ ДОЛИ, ТЕМПА РОСТА, РАСЧЁТЫ НА ДУШУ НАСЕЛЕНИЯ, НА ДОМОХОЗЯЙСТВА, ИНДЕКС

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Industry

- Industrial (Entire Economy)
 - Primary Materials
 - Energy, Utilities and Recycling
 - Intermediate Goods
 - Chemical Products
 - Metal Products
 - Basic Iron and Steel - ISIC 271
 - Basic Iron, Steel and Ferro-alloys
 - Cast Iron and Steel Tubes
 - Drawing of Iron and Steel
 - Cold Rolling of Narrow Strip and Forming
 - Basic Precious and Non-ferrous Metals - ISIC 272
 - Casting of Metals - ISIC 273
 - Coating of Metals and Mechanical Engineering - ISIC 2892
 - Forming of Metal and Powder Metallurgy - ISIC 2891
 - Metal Packaging, Wire and Other Fabricated Metal Products - ISIC 2899

China ▾ Index 1997=100

Overview Sectors Market and Prices Trade Profitability Firmographics Interdependency Benchmark Companies All Data

Currency **RMB** Conversion Actual

Country	Industry	Unit	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
China	Basic Iron and Steel	Share	1,398,919	1,908,736	2,447,151	3,106,136	4,043,835	4,940,726	5,320,041	6,051,398	6,863,819	7,874,413	9,031,125
China	Basic Iron, Steel and Ferro-alloys	Growth Rates	292,889	310,816	388,080	502,045	654,552	798,204	873,989	1,002,978	1,144,814	1,323,261	1,527,125
China	Cast Iron and Steel Tubes	per Capita	263,942	262,729	331,131	423,786	542,373	656,961	708,829	803,197	904,797	1,033,535	1,174,125
China	Drawing of Iron and Steel	per Households	347,637	551,204	713,341	900,090	1,175,283	1,438,935	1,549,530	1,758,098	1,993,748	2,283,345	2,611,125
China	Cold Rolling of Narrow Strip and Forming	RMB million	494,451	783,988	1,014,599	1,280,215	1,671,628	2,046,625	2,187,694	2,487,125	2,820,460	3,234,271	3,705,125

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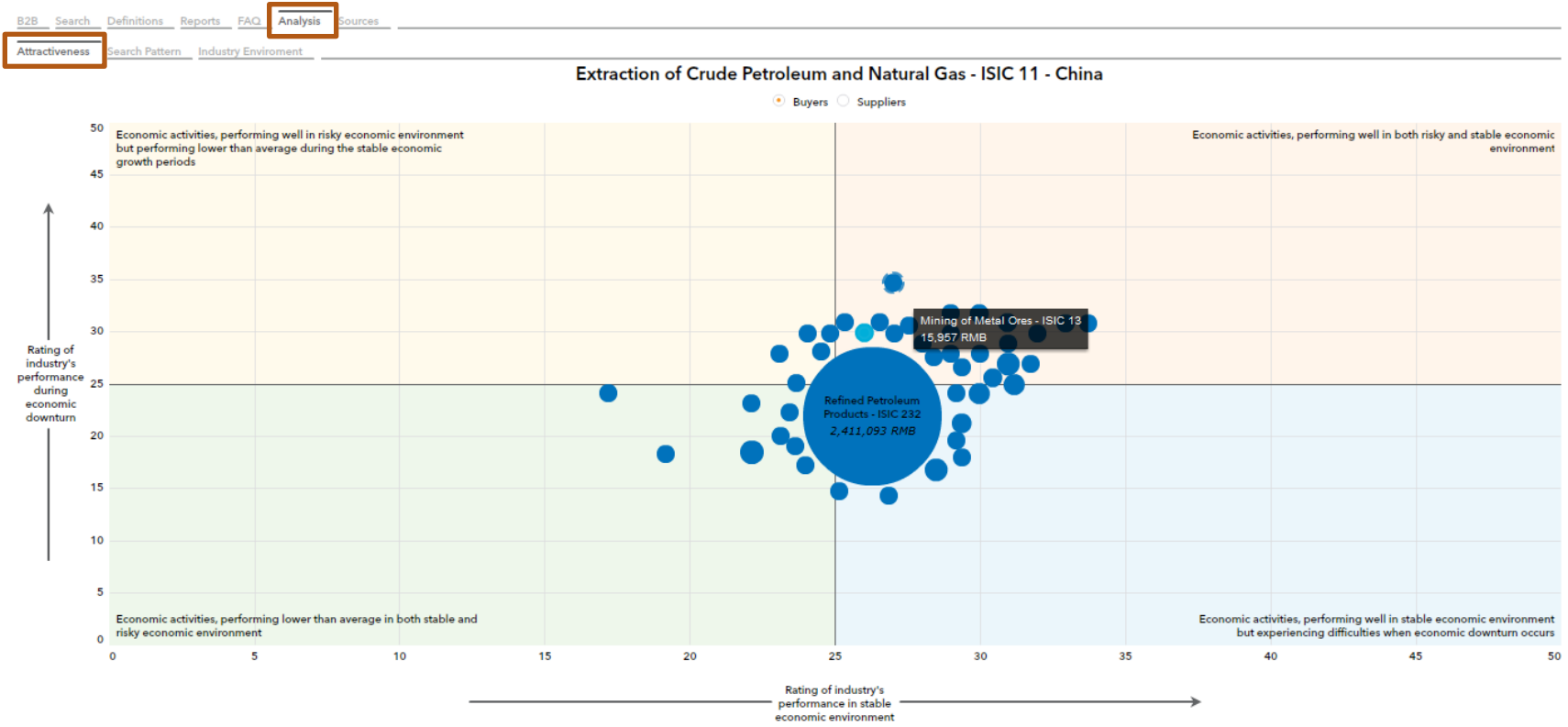
	Buyer's share in industry's	Share in buyer's costs (%)	Number of companies	Level of concentration	Import penetration
Construction	22.5	17.2	189,098	71.7	0.2
Motor vehicles, trailers and semi-trailers	7.7	10.6	25,700	78.9	5.3
Metal products for household use, vehicles and packaging	6.9	29.5	58,323	19.1	1.9
Machinery for rubber, plastics and paper production	2.9	19.6	32,041	23.5	3.6
Structural metal products	2.4	59.4	29,392	27.3	1.0

Source: *Euromonitor International*

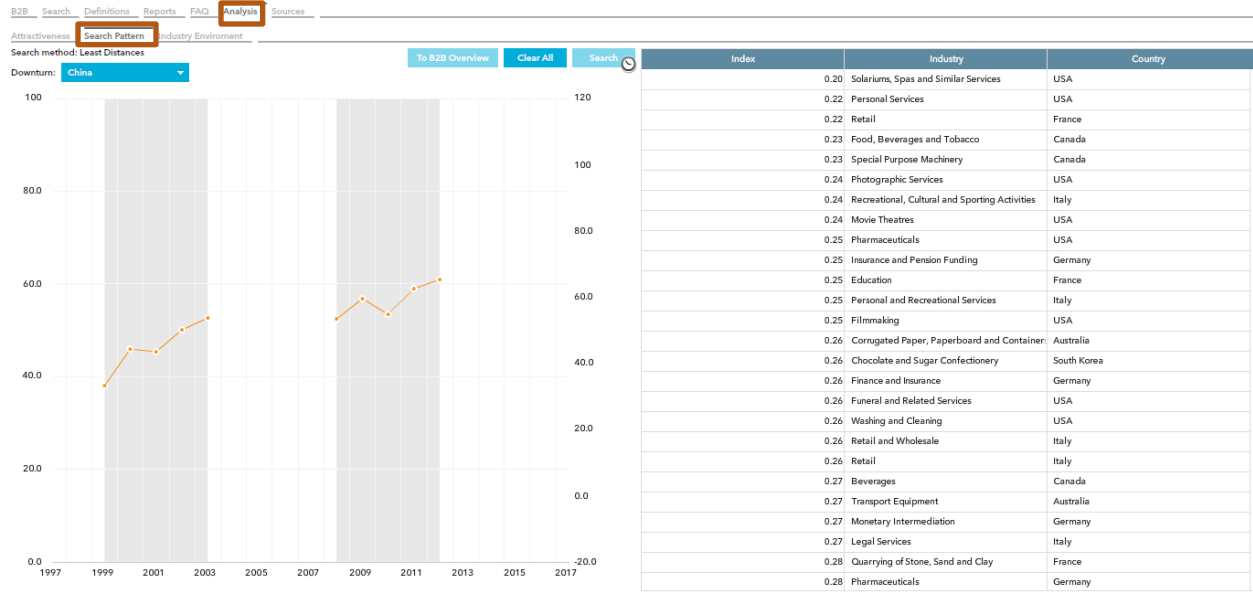
Note: *The bargaining power table enables the consideration of all main bargaining power evaluation factors, supplementary to those shown in the bargaining power chart below. By looking at all major factors affecting the industry's relationship with buying industries, the table helps to determine the industry's ability to bargain with and pressure its major buyers.*

- Buyer's share in industry's market: expressed as a percentage share of total market size, this reveals which are the most important buyers for the industry under review. The share is proportional to the potential bargaining power that the buyers might have.
- Industry's share in buyer's costs: expressed as a percentage share of total intermediate buyer's costs, this shows how important the industry under review is to each buyer, relative to their other suppliers. The higher the share, the stronger potential bargaining power the industry under review might have against its buyers.
- Number of potential buyers: the figure reveals how many companies the industry under review could be potentially selling to. The number of potential buyers is proportional to the bargaining power of the industry under review.
- Level of concentration: expressed as the percentage of total industry output produced by large companies, this figure shows the degree of concentration of the buyer's market. The higher the figure, the more production is created by large companies, meaning that the industry has a lower ability to switch and find new buyers.

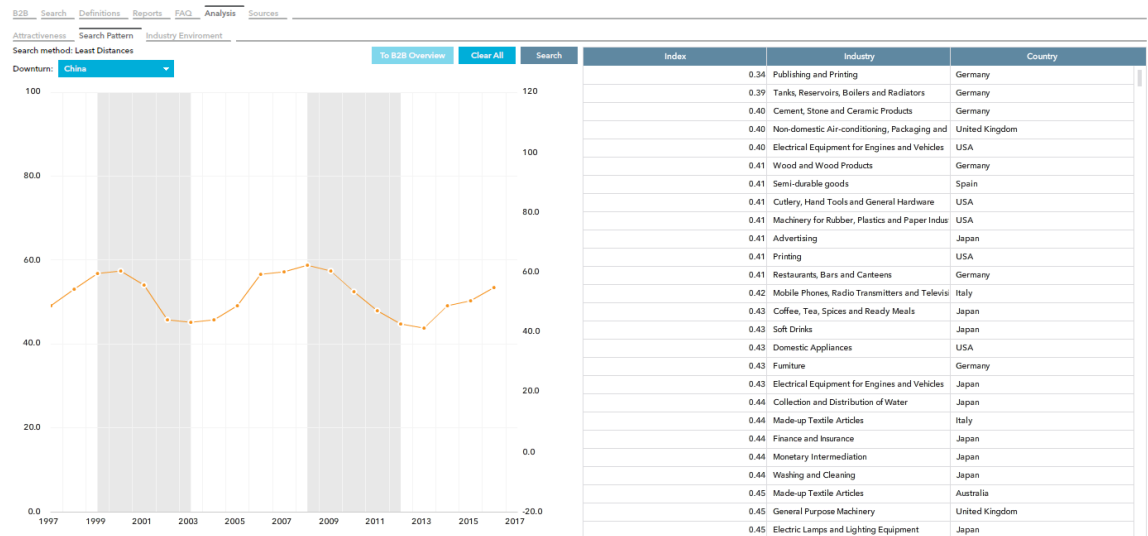
➤ ANALYSIS - ATTRACTIVENESS: ОЦЕНКА ПРОИЗВОДИТЕЛЬНОСТИ ОТРАСЛИ В ПЕРИОДЫ ЭКОНОМИЧЕСКОГО СПАДА И СТАБИЛЬНОГО ЭКОНОМИЧЕСКОГО РОСТА



➤ SEARCH PATTERN: ОТОБРАЗИТЕ ПРЕДПОЛАГАЕМУЮ ТЕНДЕНЦИЮ САМОСТОЯТЕЛЬНО



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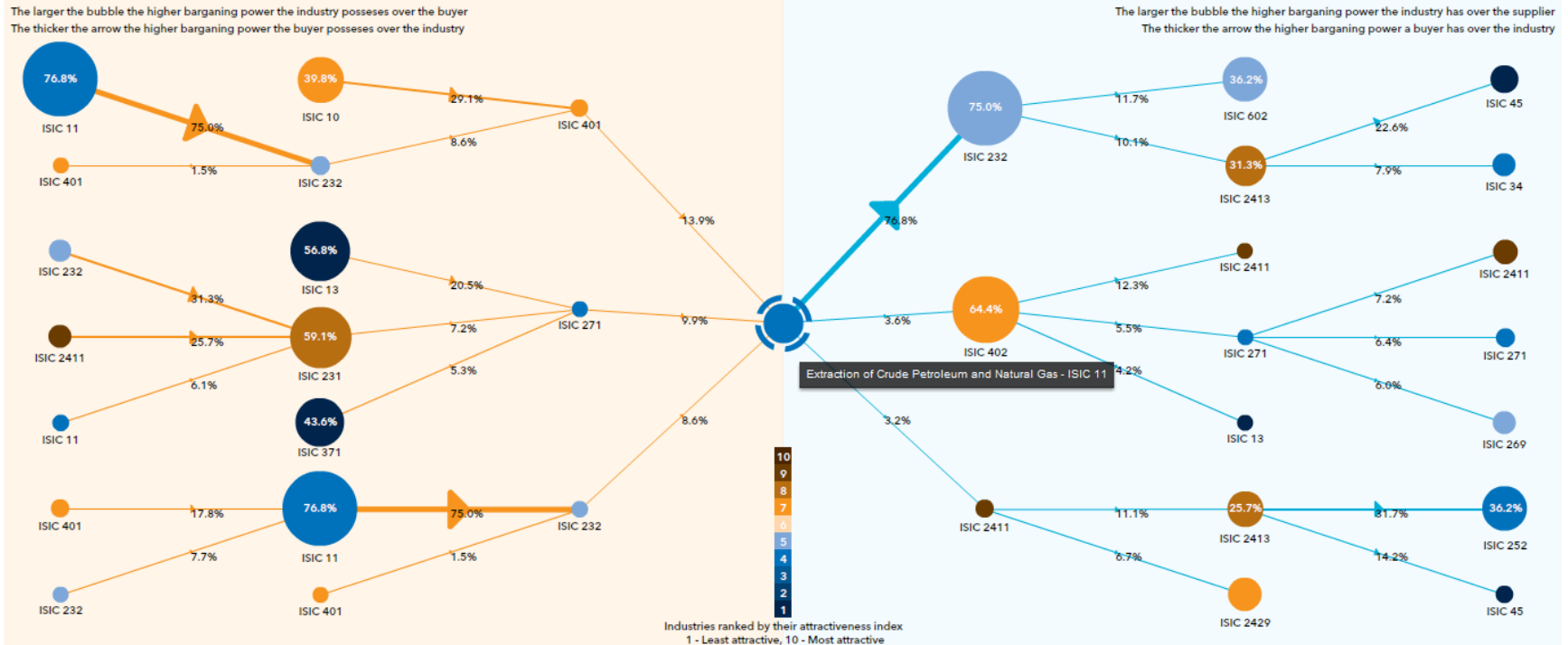
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➤ INDUSTRY ENVIRONMENT: ОКРУЖАЮЩАЯ СРЕДА, ВЗАИМОЗАВИСИМОСТЬ, СРАВНИТЕЛЬНЫЙ ИНДЕКС ПРИВЛЕКАТЕЛЬНОСТИ

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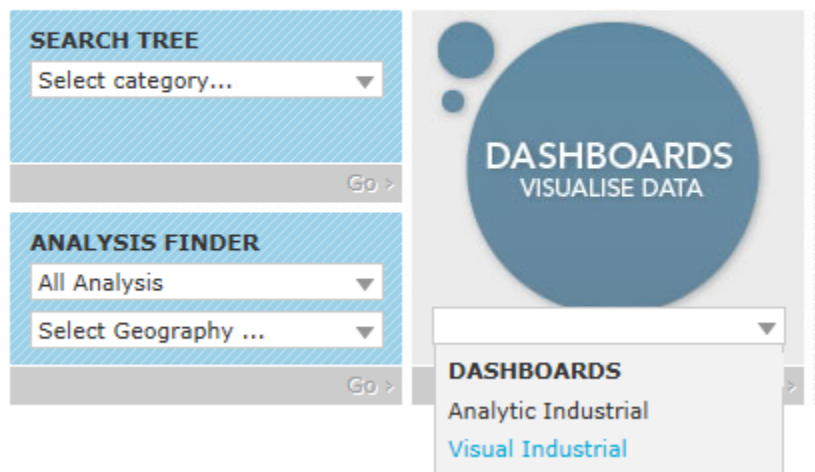
Extraction of Crude Petroleum and Natural Gas - ISIC 11 - China



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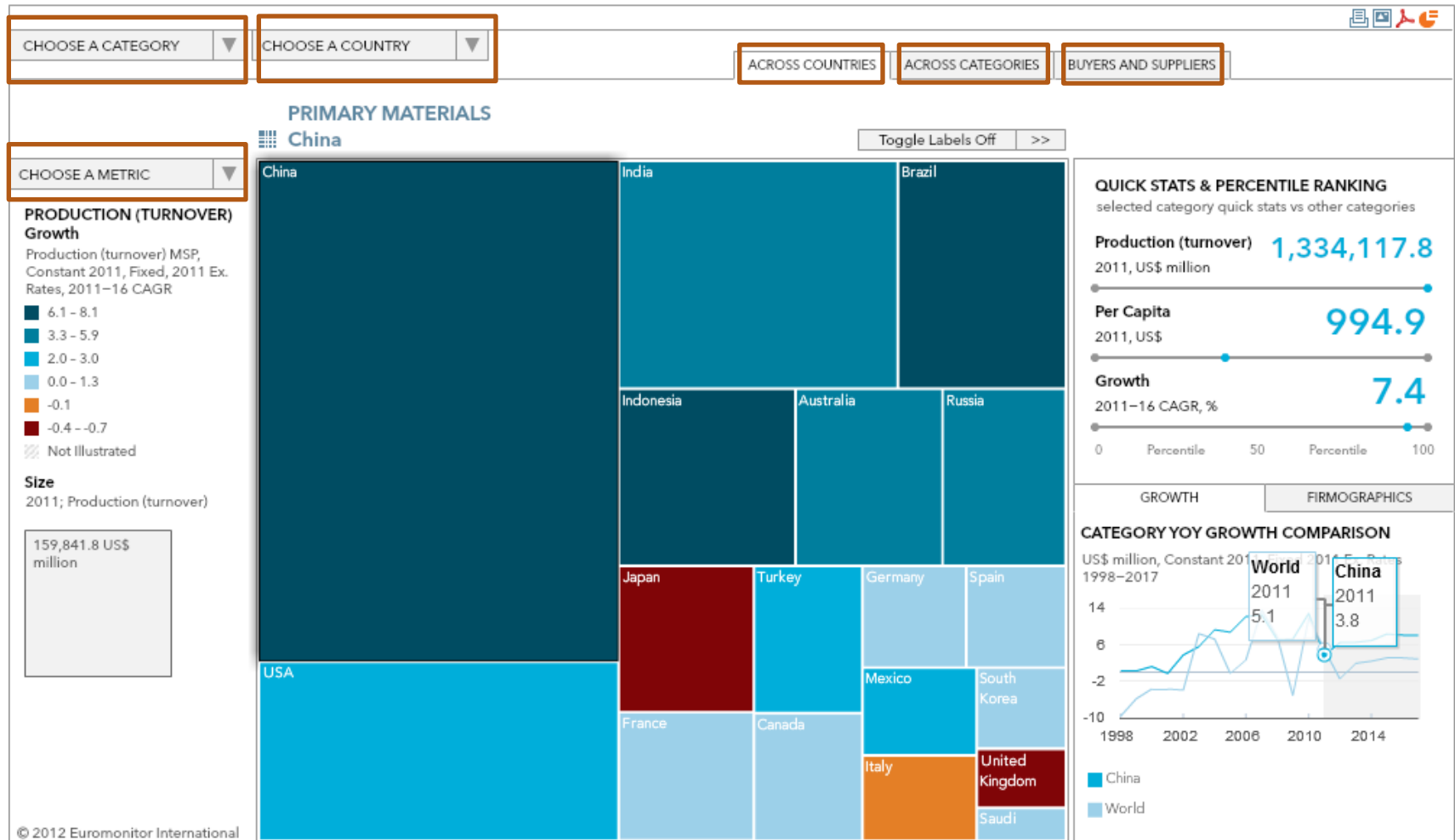
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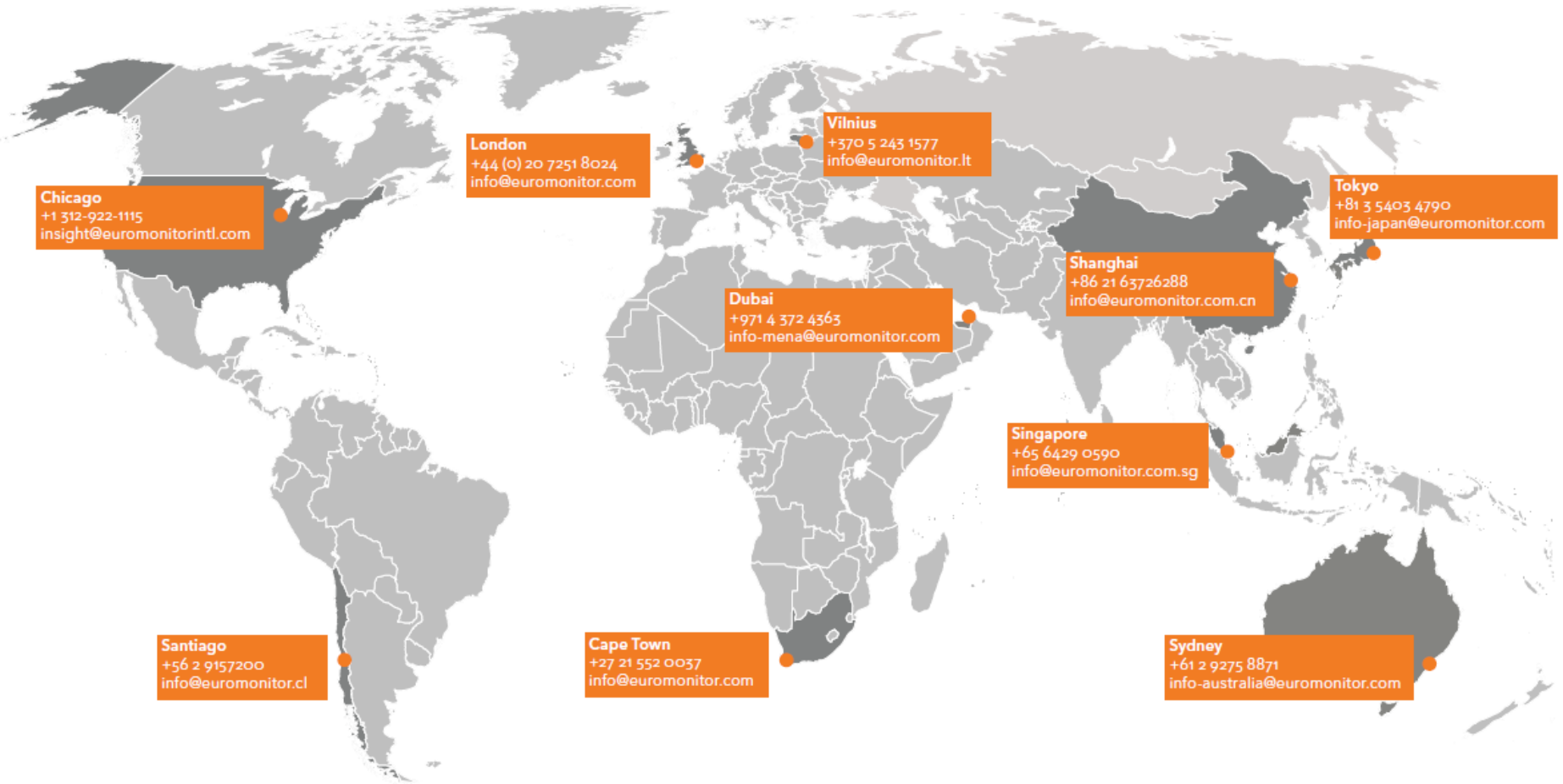
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