



Subject: Export of household chemical goods
from Russia to China

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ABOUT BLACK HORSE



Black Horse has been on the market for over 15 years and supplies equipment for the construction and industrial sectors.

In 2023, Black Horse will open a new division - export of household chemical goods to China.





SECTORS

manufacturing

wholesale of
consumer
goods

healthcare

hospitality

HOUSEHOLD CHEMICAL GOODS



Cleaning products

Laundry detergents

Personal care products

Air fresheners

Insecticides



ADVANTAGES OVER COMPETITORS

Wide range of products

Speed of delivery

Robust packing

Quality control

Competitive prices

Cooperation with various producers

Guarantee during transport and storage

A personalised approach to the customer

Develops and implements new logistics schemes to optimise customer solutions



PRODUCT DESCRIPTION



By concluding contracts with partners from China, the company "Black Horse" undertakes to deliver goods to customers in accordance with all requirements specified by the manufacturer of the goods: proper storage, packaging, transportation. The company plans to resort to shipping by railway.

The company plans to cooperate only with proven Russian producers of household chemicals goods, so all products will be fully certified and will meet all stated requirements.

СИСТЕМА СЕРТИФИКАЦИИ ГОСТ Р
ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ТЕХНИЧЕСКОМУ РЕГУЛИРОВАНИЮ И МЕТРОЛОГИИ

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КОНСУЛЬТАЦИОННЫЙ ЦЕНТР "ИСТЭК".
115419, г. Москва, ул. Шаболовка, д. 34, стр.6, тел. (495) 747-19-74.

ПРОДУКЦИЯ
Жидкое мыло для рук и тела серии "IDEAL", серия "ТРОПИКИ".
ГОСТ Р 52345-2005.
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91 5832

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ИЗГОТОВИТЕЛЬ ООО "Синтезбизнес". ИНН 7734209577; ОКПО 503901001.
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НА ОСНОВАНИИ
Свидетельства о государственной регистрации № RU.50.99.05.001.Е.004156.02.11 от 21.02.2011
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ДОПОЛНИТЕЛЬНАЯ ИНФОРМАЦИЯ Место внесения знака соответствия: Миряновка.
Знаком соответствия при добровольной сертификации продукции на основании разрешения. Знак
соответствия является на упаковку и/или прикладывается к товаросопроводительной документации.
Испытательный контроль - апрель 2012, 2013 г. Схема сертификации 3.

Руководитель органа *Е.И. Захарова* Е.И. Захарова
Эксперт *Т.А. Шнипова* Т.А. Шнипова

Этот сертификат не применяется при обязательной сертификации

CERTIFICATES

- Certificate of state registration
- Certificate of conformity



COMMERCIAL OFFER



Deliveries to China are planned mainly by railway, the cost of which will depend on the volume of goods shipped and the destination.

Black Horse will endeavor to make all deliveries to China within up to 30 days depending on each individual order.

As for order payment, Black Horse is planning to perform its activity on 100% prepayment and it will be possible to settle accounts in rubles and yuan.



MARKET OVERVIEW



- The size of the Chinese household chemical goods market was approximately US\$240 billion in 2022.
- The household chemical goods market in China is expected to grow at a compound annual growth rate (CAGR) of 5.6%, reaching a market size of US\$316 billion by 2025.
- The market is segmented into several product categories, including laundry detergents, kitchen cleaners, bathroom cleaners, air fresheners, fabric softeners, and insecticides
- In terms of market share, the laundry detergent segment is the largest, accounting for approximately 35% of the market.

MARKET OVERVIEW

- The distribution channels for household chemical goods in China are diverse, with supermarkets and hypermarkets being the most popular, accounting for over 50% of sales.
- Online retail channels, such as Alibaba-owned Taobao and JD.com, account for approximately 20% of sales.
- The household chemical goods market in China is dominated by several key players, including Procter & Gamble, Unilever, and Henkel
- Chinese consumers prioritize product quality and brand reputation when purchasing household chemical goods.
- They also value products that are environmentally friendly and safe for use around children and pets.



PROSPECTS & CHALLENGES

- Growing demand
- Product differentiation
- Competitive landscape
- Regulatory challenges
- Logistics and distribution



THANK YOU FOR YOUR ATTENTION!

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