

**, Energizer China**

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( ) 5 30 173

Energizer China가  
(New Exporter Review)

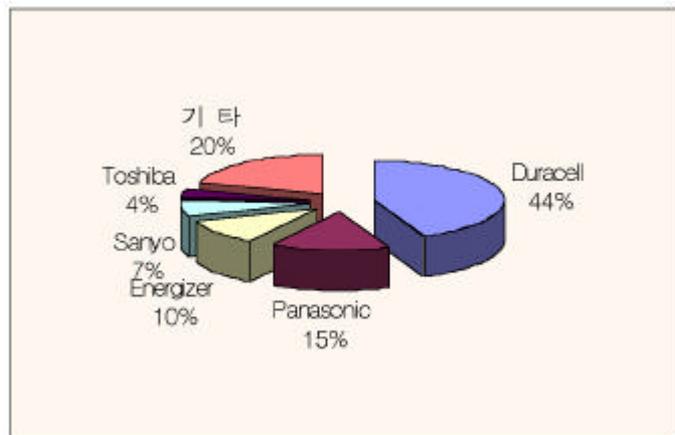
가 WTO

WTO , WTO

가

(2001)

( )	
<b>Energizer(Energizer Korea)*</b>	<b>39.0%</b>
( )	26.7
( )	9.4
( )	8.5
( )	7.9
( )	7.5
	0.9
	100.0



\* Energizer Korea가 Energizer Singapore

) AC Nielsen

)

가

5

40

WTO

WTO

가

가

가

2000 4

26.7%

가

( : 1000 , 1000 )

	1996	1997	1998	1999	2000	2001	
	157,346	195,449	154,195	169,622	147,625	136,647	21,185
가	87,117	104,370	78,706	93,828	50,802	82,852	15,604
	17,247	21,802	10,703	6,983	37,578	10,495	2,994
	27,088	20,590	32,864	48,385	38,386	26,404	861
	13,564	20,254	7,413	15,270	9,055	6,358	446
	12,330	28,433	24,509	5,156	11,804	10,538	1,280

) (KOTIS)

1999 2 7200 , 499 1999  
 50% , 2001 53% 47% .  
 2001 1 3600 (2100 ) , 가 74%,  
 14%, 4%, 2% .

		※	
	1946. 4.8	2002. 2	1949. 11.25
	288	100	92
( )	520 (220 )	400 (250 )	55 (55 )
	323	582	55

\* 2002 2

+ Gillete

1996 10

1998 9

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1

AAA AA

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