附件

2023椴树蜂蜜品类零售市场调查表

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **企业名称**  **（盖章）** |  | | | | | | | | | | | |
| **联系人** |  | | | | **手机号** | | | | |  | | |
| **品牌名称** |  | | | | **品牌注册时间** | | | | |  | | |
| **品牌产品获得重要资质认证/奖项荣誉** | | |  | | | | | | | | | |
| **产销椴树蜂蜜的起始时间** | | |  | | | | | | | | | |
| **在售椴树蜂蜜系列产品规格及价格** | | |  | | | | | | | | | |
| **不同波美度椴树蜂蜜采购均价** | | |  | | | | **椴树蜂蜜在企业蜂蜜生产销售量的百分比** | | | | |  |
| **椴树蜂蜜原料来源** | | | | | | | | | | | | |
| 🞎自有蜜源产地，产地名称/面积： /亩 | | | | | | | | 🞎合作/采购 | | | | |
| **椴树蜂蜜分渠道销售统计** | | | | | | | | | | | | |
| **渠道** | **数量（个）** | | | **2023年销售量（吨）** | | | | | **2023年销售额（万元）** | | | |
| 商超市场 |  | | |  | | | | |  | | | |
| 专卖店 |  | | |  | | | | |  | | | |
| 电子商务 |  | | |  | | | | |  | | | |
| 集中采购 |  | | |  | | | | |  | | | |
| 其他 |  | | |  | | | | |  | | | |
| 合计 |  | | |  | | | | |  | | | |
| **椴树蜂蜜电商分渠道销售统计** | | | | | | | | | | | | |
| **平台** | **2023年销售量（吨）** | | | **2023年销售额（万元）** | | **平台** | | | **2023年销售量（吨）** | | **2023年销售额（万元）** | |
| 天猫系 |  | | |  | | 京东系 | | |  | |  | |
| 抖音 |  | | |  | | 快手 | | |  | |  | |
| 拼多多 |  | | |  | | 其他 | | |  | |  | |
| **椴树蜂蜜国内主要销售地区** | | 🞎北上广深一线城市🞎省会城市🞎地市级城市🞎县级及以下 | | | | | | | | | | |

**（为了便于联系，请添加工作人员微信号：15001029955）**