

China Orthopedic Instrument Industry Report, 2009-2010



Benefiting from population aging, consumption upgrading and policy support, the orthopedic instrument industry has witnessed rapid development in recent years. The annual compound growth rate during 2006-2009 was as high as 22.1%, and the market size in 2009 reached RMB6 billion. Joint, trauma and vertebral column products, the three major products in Chinese orthopedic instrument market, achieved market size of RMB1.8 billion, RMB1.67 billion and RMB1.49 billion respectively in 2009.

Market Size and Growth Rate, 2006-2009 (RMB bn)



Source: China Orthopaedics; ResearchInChina

Subject to R&D and production technology constraints, Chinese orthopedic instrument market is mainly dominated by foreign-funded enterprises (with 56% market share in 2009), including Johnson & Johnson, Medtronic, Synthes, and Stryker. However, by virtue of such advantages as low production cost, mature manufacturing technology, and sound medical marketing channels, local enterprises are scrambling for larger share in the orthopedic instrument market and heading towards the high-end market from low and medium-end market, so, the future will see an evident trend of import products being replaced with domestic products. Trauson Holdings, Kanghui Medical and Weigao Group, the three major domestic enterprises, in particular, held an accumulative total of 17.1% in trauma product market and 13.7% in vertebral column product market in 2009, indicating powerful market competitiveness.

Take Trauson Holdings as an example. In 2009, the company obtained total revenue of RMB211 million, up 21.3% from 2008, hereinto, trauma products realized revenue of RMB135 million and held 8% of the domestic trauma product market, only second to Synthes; vertebral column products made revenue of RMB31 million and occupied 3% of the domestic vertebral column product market, ranking the 6th.

Operating Income and Gross Margin of Trauson Holdings, 2007-2010 (RMB mln)



Source: company annual report; ResearchInChina

Trauson Holdings is strengthening production, sales, M&A, and the R&D of new products so as to improve the core competitiveness. In June 2010, the company planned to invest the RMB520 million raised through public offering in capacity expansion and equipment upgrading (about RMB200 million), product R&D, market expansion and marketing channel construction (approximately RMB100 million), and M&A (roughly RMB180 million). Up to June 2010, besides the existing 88 kinds of orthopedic products, Trauson Holdings was engaged in the R&D of 11 new products as well as the clinical test of 7 new products, including 5 vertebral column products and 2 joint products; its new factory in Changzhou was under construction according to schedule and was anticipated to be completed by the end of Dec. 2010; adding 40 new distributors, the company expanded the total number of distributors to 430, including 51 overseas distributors.

Table of Contents

- **1. Overview of Orthopedic Instrument Industry**
 - 1.1 Definition and Classification
 - 1.2 Industrial Chain
- **2. Overview of Chinese Orthopedic Instrument Industry**
 - 2.1 Profile
 - 2.2 Operating Environment
 - 2.2.1 International Environment
 - 2.2.2 Policy Environment
 - 2.3 Market
 - 2.3.1 Status Quo
 - 2.3.2 Market Size and Gross Profit
 - 2.3.3 Supply and Demand
 - 2.3.4 Segmented Market
 - 2.3.5 Competition Pattern
 - 2.3.6 Marketing Channel
 - 2.3.7 Forecast
 - 2.4 Risk
 - 2.4.1 Regulation Risk
 - 2.4.2 Medical Malpractice Lawsuit & Compensation
- **3. Import and Export of Chinese Orthopedic Instrument Industry**
 - 3.1 Import and Export
 - 3.1.1 Import
 - 3.1.2 Export
 - 3.1.3 Comparison between Import and Export
 - 3.2 Import & Export of Trauma and Vertebral Column Products
 - 3.2.1 Import
 - 3.2.2 Export
 - 3.2.3 Comparison between Import and Export
 - 3.3 Import & Export of Artificial Joint Products
 - 3.3.1 Import
 - 3.3.2 Export
 - 3.3.3 Comparison between Import and Export

- **4. Major Orthopedic Instrument Manufacturers in Chinese Market**
- 4.1 Johnson & Johnson
 - 4.1.1 Johnson & Johnson
 - 4.1.2 Johnson & Johnson (China) and Johnson & Johnson Medical (Suzhou) Ltd.
- 4.2 Medtronic
 - 4.2.1 Profile
 - 4.2.2 Operation in China
- 4.3 Trauson Holdings
 - 4.3.1 Profile
 - 4.3.2 Operation
 - 4.3.3 Business Development
- 4.4 KangHui Medical
 - 4.4.1 Profile
 - 4.4.2 Operation
 - 4.4.3 Business Development
- 4.5 Weigao Group
 - 4.5.1 Weigao Group
 - 4.5.2 Weigao Orthopaedic
 - 4.5.3 Medtronic Weigao Orthopaedic Device Company Limited
- 4.6 Xinrong Best
 - 4.6.1 Profile
 - 4.6.2 Operation
 - 4.6.3 Business Development
- 4.7 Walkman
 - 4.7.1 Profile
 - 4.7.2 Operation
 - 4.7.3 Business Innovation
- 4.8 Montagne
 - 4.8.1 Profile
 - 4.8.2 Operation
 - 4.8.3 Business Development
- 4.9 LDK
 - 4.9.1 Profile
 - 4.9.2 Operation
- 4.10 Renli
 - 4.10.1 Profile
 - 4.10.2 Operation

Selected Charts

- Classification and Materials of Orthopedic Instrument
- Orthopedic Instrument Industrial Chain
- Chinese Medical Device Market Size and Growth Rate, 2002-2009
- Chinese Orthopedic Instrument Market Size and Growth Rate, 2006-2009
- Global Orthopedic Instrument Market Size, 2003-2015E
- Global Orthopedic Instrument Market Share by Region, 2009
- Orthopedic Product Sales and Proportion of Top 6 Orthopedic Instrument Magnates, 2007-2009
- Investment in China by Global Orthopedic Instrument Enterprises
- China's Major Laws and Regulations concerning Medical Device Industry
- Relevant Policies of Orthopedic Instrument Industry
- Major Orthopedic Instrument Manufacturers in China
- Gross Margin of Major Orthopedic Instrument Manufacturers in China, 2007-2009
- Population and Proportion of People Aged 65 or above by Country, 2010
- Arthritis Patient Population by Country, 2008
- Orthopedic Instrument Segmented Market Size in China, 2006-2009
- Proportion of Domestically-funded Enterprises and Foreign-funded Enterprises in Chinese Orthopedic Instrument Market & Segmented Market, 2009
- Market Share of Trauma Product Manufacturers in China, 2009
- Market Share of Vertebral Column Product Manufacturers in China, 2009
- Approval Flow of 2.5-3.5-Year Product Registration Certificate
- Chinese Orthopedic Instrument Marketing Channels
- Market Share of Orthopedic Products, Global vs. China, 2008
- Import Volume of Orthopedic Instrument in China, 2009-Sep.2010

- Import Value of Orthopedic Instrument in China, 2009-Sep.2010
- Export Volume of Orthopedic Instrument in China, 2009-Sep.2010
- Export Value of Orthopedic Instrument in China, 2009-Sep.2010
- Import & Export Volume of Orthopedic Instrument in China, Oct.2009 –Sep.2010
- Import & Export Value of Orthopedic Instrument in China, Oct.2009 –Sep.2010
- Import Volume of Trauma and Vertebral Column Products in China, 2009-Sep.2010
- Import Value of Trauma and Vertebral Column Products in China, 2009-Sep.2010
- Export Volume of Trauma and Vertebral Column Products in China, 2009-Sep.2010
- Export Value of Trauma and Vertebral Column Products in China, 2009-Sep.2010
- Import & Export Volume of Trauma and Vertebral Column Products in China, Oct.2009 –Sep.2010
- Import & Export Value of Trauma and Vertebral Column Products in China, Oct.2009 –Sep.2010
- Import Volume of Artificial Joint Products in China, 2009-Sep.2010
- Import Value of Artificial Joint Products in China, 2009-Sep.2010
- Export Volume of Artificial Joint Products in China, 2009-Sep.2010
- Export Value of Artificial Joint Products in China, 2009-Sep.2010
- Import & Export Volume of Artificial Joint Products in China, Oct.2009 –Sep.2010
- Import & Export Value of Artificial Joint Products in China, Oct.2009 –Sep.2010
- Johnson & Johnson Total Revenue and Revenue & Proportion of Medical Device Division and Orthopedics Division, 2006-2009
- Medtronic Annual Revenue and Revenue & Proportion of Orthopedic Business, FY2007-FY2010
- Operating Income and Gross Margin of Trauson Holdings, 2007-2010
- Domestic and International Market Revenue of Orthopedic Products of Trauson Holdings, 2007-2009

- Orthopedic Product Capacity of Trauson Holdings, 2007-2010
- Operating Income and Gross Margin of KangHui Medical, 2007-2010
- Domestic and International Market Revenue of KangHui Medical, 2007-2009
- Total Revenue of Weigao Group and Revenue & Proportion of Orthopedics Division, 2006-2010
- Operating Income and Gross Margin of Weigao Orthopaedic, 2007-2010
- Weigao Orthopaedic Product Output, 2007-2010
- Operating Income of Medtronic Weigao Orthopaedic Device Company Limited, 2009-2010
- Operating Income and Gross Margin of Xinrong Best, 2005-2008
- Operating Income and Gross Margin of Walkman, 2005-2008
- Revenue and Net Profit Margin of Montagne, 2007-2009
- Operating Income and Gross Margin of LDK, 2007-2008
- Operating Income and Gross Margin of Renli, 2005-2008

How to Buy

Product details			How to Order
	USD	File	By email: report@researchinchina.com
Single user	1,700	PDF	By fax: 86-10-82601570
Enterprisewide	2,500	PDF	By online: www.researchinchina.com
Publication date: Nov. 2010			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			