



China Lighting Source Industry Report, 2011-2012

Mar. 2012



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STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- To establish a comprehensive, factual, annually updated and costeffective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include NBS(National Bureau of Statistics of China), Wind, and China Illuminating Engineering Society etc.

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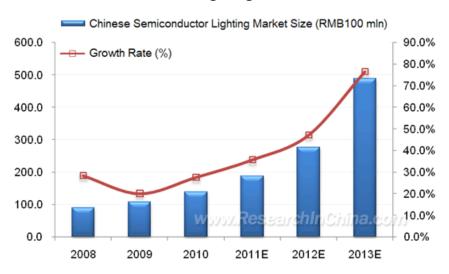
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Abstract

In 2011, China lighting appliance industry produced 19.61 billion electric light sources (up 4.0% year on year), including 4.17 billion incandescent light bulbs (a 3.8% yr-on-yr rise) and 3.32 billion fluorescent lamps (down 1.40% from a year earlier). By output, Jiangsu, Guangdong, Zhejiang, Shandong and Henan ranked the top 5 in 2011, with their output totaling 14.98 billion units, accounting for 76.39% of the national total.

In recent years, the traditional lighting is increasingly replaced. With the application and promotion of high-efficient environment-friendly lighting, the semiconductor lighting industry has developed steadily as a highlight inside the industry. According to the data of China Illuminating Engineering Society, China's semiconductor lighting output value reached RMB13.9 billion in 2010 and RMB18.8 billion in 2011; in 2013, the output value is expected to hit RMB48.9 billion.

Chinese Semiconductor Lighting Market Size, 2008-2013E



Landscape lighting is the main market in the field of the semiconductor lighting. In 2011, Chinese LED landscape lighting market valued RMB14.9 billion, making up 79.3% of the total semiconductor lighting market value. Meanwhile, with the widening scope of applications, the LED landscape lighting market size will present a steady growth momentum.

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In addition, indoor lighting is a fastest growing market in the field of the semiconductor lighting. In 2011, Chinese indoor semiconductor lighting market valued RMB637 million, soaring 295.7% from the previous year. As its prices further fall, LED lighting will by degrees tap into the fields of commercial lighting and civil lighting gradually, and substitute for traditional lighting.

The report covers:

- 1. Market size and demand of China lighting industry;
- 2. Import and export of products;
- 3. Market size and demand of the industry segments;
- 4. Market size, demand and competition pattern of China LED lighting industry, industry segments and related sectors;
- 5. Output and market share by region;
- 6. Profile, operation, finance, dynamics, strategy and planning of key players.

NVC Lighting: As of June 30, 2011, NVC Lighting had owned 36 exclusive regional distributors and 2,888 specialty stores in China, with "Lighting Experience Center" in Huizhou, Beijing, Shanghai and Nanjing.

Yankon: From January to September 2011, Yankon achieved the total revenue of RMB1.694 billion, up 9.8% year-on-year; particularly in Q3, the net income hiked due to the subsidies for the promotion of high-efficient lighting. The company plans to focus on low-mercury environment-friendly energy-saving projects, LED lighting and lamp projects in the upcoming three years, with the total investment of over RMB1.4 billion. The move will be a new growth engine of the company.

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