



**China Modified Plastics Market Report,
2012**

May 2012

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 cost-effective 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.

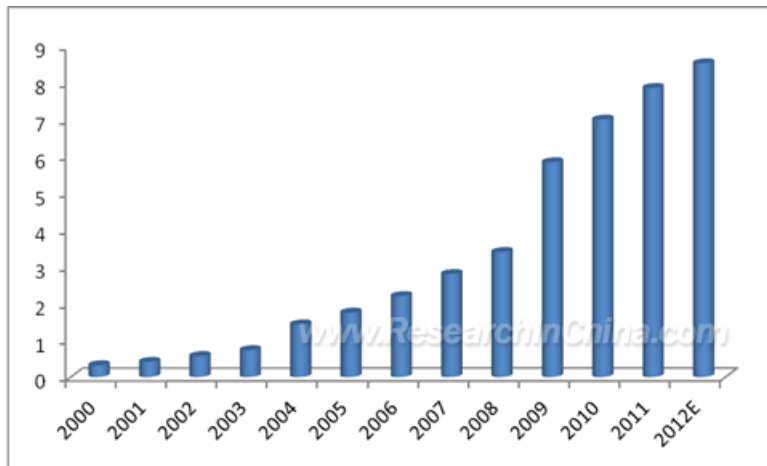
INFORMATION SOURCES

The primary information sources include National Bureau of Statistics of China, and China Plastics Processing Industry Association etc.

Abstract

As the new materials with good performance made by adding modifying agents to plastics, modified plastics have been increasingly applied in automotive, home appliance and other industries. China's output of modified plastics increased from 320,000 tons in 2000 to 5.84 million tons in 2009, and is expected to hit 8.53 million tons in 2012.

China's Output of Modified Plastics, 2000-2012E (mln tons)



Source: China Plastics Processing Industry Association (CPPIA)
China Modified Plastics Market Report, 2012

The report centers on the supply & demand, competition pattern of China modified plastics market, and highlights the market scale and current competition in four market segments including home appliance modified plastics, automotive modified plastics, energy-saving lamp modified plastics and wire & cable modified plastics. In addition, the report analyzes the operation of 18 modified plastics enterprises including Kingfa Sci. & Tech., China XD Plastics, and PRET.

The boom of China's modified plastics industry is largely attributable to the sustained development of home appliance, automotive and other downstream industries. The home appliance and automotive modified plastics market segments have huge growth potential. In 2011, the home appliance industry made up 54.1% of the consumption of modified plastics, while the automotive industry accounted for 34.1%, and the proportions are still climbing. Copyright 2012ResearchInChina

Modified plastics are the raw materials seeing the fastest application in the home appliance industry. As China is a large home appliance producer and consumer, the application of modified plastics may expect unprecedented potential, with the targeted demand for home appliance modified plastics in 2012 hitting 3.758 million tons. Leading enterprises in the market segment include Kingfa Sci. & Tech., Guangzhou Huadu Keyuan, Guangdong Silver Age Sci & Tech, and Zhejiang Juner New Materials.

The considerable demand for automotive modified plastics results from the growing market capacity of the automotive industry and the increasing application of plastic parts in automobiles. It's estimated that China's demand for automotive modified plastics will surpass 2.2 million tons in 2012. Leading enterprises in the market segment include China XD Plastics, PRET, and Beijing JuLingYan Plastic.

Kingfa Sci. & Tech. is the largest modified plastics manufacturer in China with the most varieties of modified plastics products. In 2011, the company's capacity exceeded 580,000 tons, while the estimated output exceeded 600,000 tons. In February 2012, Kingfa launched additional share issue and planned to invest RMB3.833 billion in five projects in Tianjin, Guangzhou, Kunshan and Mianyang, which are set to be finished by 2016 and increase the company's capacity by 1.23 million tons, including 800,000 tons of automotive modified plastics.

China XD Plastics is a major supplier in the automotive modified plastics market. In 2011, the sales volume of the company was 151,300 tons, up 33% year-on-year compared with the 113,700 tons in 2010, with the market occupancy in China's modified plastics market rising to 7.2% in 2011 from 5.4% in 2010. China XD Plastics is scheduled to expand its capacity to 300,000 tons by 2013.

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1. Overview of Modified Plastics Industry

1.1 Definition and Classification

1.1.1 Definition

1.1.2 Classification

1.2 Industry Chain

1.2.1 Overview

1.2.2 Upstream

2. Modified Plastics Market

2.1 Supply

2.2 Demand

2.3 Competition Pattern

2.3.1 Major Foreign-funded Manufacturers

2.3.2 Major Local Manufacturers

2.4 Policies

3. Downstream Application of Modified Plastics

3.1 Market of Modified Plastics for Home Appliance

3.1.1 Application of Modified Plastics in Home Appliance

3.1.2 Demand Forecast

3.2 Market of Modified Plastics for Automobile

3.2.1 Overview

3.2.2 Demand

3.2.3 Market Scale

3.2.4 Competition Pattern

3.3 Market of Modified plastics for Energy-saving Lighting

3.3.1 Market Scale

3.3.2 Major Manufacturers

3.4 Market of Modified Plastics for Wire & Cable

3.4.1 Overview

3.4.2 Major Manufacturers

4. Key Enterprises

4.1 Kingfa Sci. & Tech. Co., Ltd.

4.1.1 Profile

4.1.2 Operation

4.1.3 Operating Revenue Structure

4.1.4 Gross Margin

4.1.5 Customers and Suppliers

4.1.6 Price

4.1.7 Capacity and Output

4.1.8 Development Plan for 2012-2016

4.2 China XD Plastics Company Limited

4.2.1 Profile

4.2.2 Operation

4.2.3 Sales Volume

4.2.4 Operating Revenue Structure

4.2.5 Gross Margin

4.2.6 R&D

4.2.7 Capacity Expansion Plan

4.3 PRET

4.3.1 Profile

4.3.2 Operation

4.3.3 Operating Revenue Structure

4.3.4 Gross Margin

4.3.5 R&D and Investment

4.3.6 Customers and Suppliers

4.3.7 Forecast and Prospect

4.4 Guangdong Silver Age Sci & Tech. Co., Ltd

4.5 Super-Dragon Engineering Plastic Co., Ltd

4.6 Haier New Material R&D Co., Ltd

4.7 Beijing JuLingYan Plastic Co., Ltd

4.8 Shanghai Kumho Sunny Plastics Co., Ltd

4.9 Suzhou Xuguang Polymer Co., Ltd

4.10 Nanjing Jinshan Automobile Engineering Plastic Co., Ltd

4.11 Guangzhou KeYuan Innovative Materials Co., Ltd

4.12 Hengdian Group Tospo Engineering Plastics Co., Ltd

4.13 Kequan Plastic (Shenzhen) Co., Ltd

4.14 Dongguan Ngai Hing Plastic Materials Co., Ltd

4.15 Zhejiang Juner New Materials Co., Ltd

4.16 Jiangyin Jihua New Material Co., Ltd

4.17 Nantong Xingchen Synthetic Material Co., Ltd

4.18 Shanghai Genius Advanced Material Co., Ltd

- Modified Plastics Industry Chain
- Output and Apparent Consumption of Synthetic Resin in China, 2008-2011
- Synthetic Resin Price of China Sinopec, 2005-2011
- Import and Export Volume of Synthetic Resin in China, 2008-2011
- Output of Modified Plastics in China, 2000-2012E
- Apparent Consumption of Modified Plastics in China, 2000-2012E
- Major Foreign-funded Modified Plastics Manufacturers
- Major Modified Plastics Manufacturers in China, 2011
- Major Manufacturers in Modified Plastics Market Segments in China, 2011
- Policies on Modified Plastics in China
- Application of Modified Plastics in Downstream Sectors, 2011
- Application Proportion of Plastics in Major Home Appliances in China, 2010
- YoY Growth Rate of Output of Four Major Home Appliances in China, 2002-2011
- Output of Four Major Home Appliances in China, 2002-2012E
- Demand of Home Appliances for Modified Plastics in China, 2011-2012
- Application of Modified Plastics in Automobile
- Auto Parts Replaceable by Plastics
- Output of Automobile in China, 2002-2012
- Modified Plastics Consumption per Automobile, 2005-2015E
- Demand for Automotive Modified Plastics in China, 2005-2012E
- Market Scale of Automotive Modified Plastics, 2005-2012E
- Output of Automotive Modified Plastics of Major Enterprises in China, 2010-2011
- Main Products and Downstream Clients of Automotive Modified Plastics Manufacturers in China, 2011
- Demand Forecast of Modified Plastics for Energy-saving Lamp in China, 2011-2015
- Major Manufacturers of Modified Plastics for Energy-saving Lighting in China

- Operating Revenue and YoY Growth Rate of Wire & Cable Industry in China, 2003-2011
- Demand for Modified Plastics for Wire & Cable in China, 2007-2012E
- Major Manufacturers of Modified Plastics for Wire & Cable in China, 2011
- Operating Revenue and Net Income of Kingfa Sci. & Tech, 2008-2011
- Operating Revenue of Kingfa Sci. & Tech by Product, 2008-2011
- Operating Revenue of Kingfa Sci. & Tech by Region, 2008-2011
- Gross Margin of Kingfa Sci. & Tech by Product, 2008-2011
- Sales and Revenue Contribution of Top 5 Clients of Kingfa Sci. & Tech, 2008-2011
- Top 5 Clients of Kingfa Sci. & Tech by Sales, 2011
- Top 5 Suppliers of Kingfa Sci. & Tech by Procurement, 2008-2011
- Prices of Kingfa Sci. & Tech by Product, 2008-2011
- Capacity and Output of Kingfa Sci. & Tech, 2008-2011
- Output and Sales Volume of Kingfa Sci. & Tech by Product, 2008-2011
- Industrial Progress of High-end New Products of Kingfa Sci. & Tech
- Projects of Kingfa Sci. & Tech, 2012-2016
- Operating Revenue and Net Income of China XD, 2009-2011
- Sales Volume of China XD by Product, 2010-2011
- Revenue of China XD by Product, 2010-2011
- Gross Margin of China XD, 2009-2011
- R&D Investment and Proportion in Operating Revenue of China XD, 2009-2011
- Operating Revenue and Net Income of PRET, 2008-2011
- Sales Volume of PRET, 2009-2011
- Revenue of PRET by Product, 2009-2011
- Revenue of PRET by Region, 2009-2011
- Gross Margin of PRET by Product, 2009-2011

- R&D Expenses and Proportion in Operating Revenue of PRET, 2009-2011
- Projects of PRET, 2010-2012
- Sales of PRET from Top 5 Clients, 2009-2011
- Top 5 Clients of PRET by Sales, 2011
- Procurement of PRET from Top 5 Suppliers , 2009-2011
- Top 5 Suppliers of PRET by Procurement, 2011
- Operating Revenue of PRET, 2010-2013E
- Operating Revenue and Net Income of Silver Age Sci & Tech, 2008-2011
- Operating Revenue of Silver Age Sci & Tech by Product, 2008-2011
- Revenue of Silver Age Sci & Tech by Region, 2008-2011
- Gross Margin of Silver Age Sci & Tech by Product, 2008-2011
- Procurement of Silver Age Sci & Tech from Top 5 Suppliers, 2008-2011
- Top 5 Suppliers of Silver Age Sci & Tech by Procurement, 2011
- Revenue of Silver Age Sci & Tech from Top 5 Clients, 2008-2011
- Top 5 Customers of Silver Age Sci & Tech by Sales, 2011
- R&D Expenses and Proportion in Operating Revenue of Silver Age Sci & Tech, 2008-2011
- Projects and New Capacity of Silver Age Sci & Tech, 2011-2012
- Output of Silver Age Sci & Tech by Product, 2008-2010
- Capacity and Actual Output of Silver Age Sci & Tech, 2008-2010

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