China Vehicle Solid Tire Industry Report,
2011-2012
May 2012
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 or other industry experts. These interviews helped to gather insights and understand the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

INFORMATION SOURCES

There are two types of information sources: primary and secondary.

Primary information sources include China Rubber Industry Association, and annual reports of listed companies etc.

Secondary information sources include related magazines, academics, and consulting companies.

REPORT 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.

The primary objective of this report is 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 help company to succeed in a competitive market, and to suggest for concerned investors in line with the current development of this industry as well as the development tendency.

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Abstract

Solid tire, as the name implies, is totally solid except for a hollow section in the middle to keep the center of gravity and is mainly produced by a special kind of rubber material. It is a kind of industrial tire adapted to low-speed and high-load operation under harsh conditions, which outperforms pneumatic tire in safety, durability and economy, and finds wide application in industrial vehicles, military vehicles, construction machinery and articulated vehicles in ports and airports.

In the world, Europe and Southeast Asia serve as the major producers of solid tires. In particular, Vietnam and Sri Lanka in Southeast Asia which enjoy large rubber output develop rapidly in solid tire manufacturing field in recent years by virtue of their advantages in resources.

In China, Shandong and Guizhou are the major production regions of solid tire. In recent years, the rapid development of engineering transportation industry, especially the boom in output and sales volume of forklifts, boosts the demand for solid tire. In 2007, the output of and the demand for vehicle solid tires in China broke 3 million pieces, with growth rate registering 24.1% and 22.4% respectively. In 2008, along with the steady progression of the forklift industry, the output of vehicle solid tires in China refreshed the record and hit 3.86 million pieces.

Amid the financial crisis, the slump of the export market slackened the demand, and vehicle solid tires suffered an apparent decline both in output and demand.

Following the pickup of forklift industry in 2010, the output of vehicle solid tires in China presented a significant growth rate of around 30%. As the output and sales volume of industrial vehicles kept stable and rising, the output of vehicle solid tires in China also maintained steady growth.
With respect to the applications in downstream sectors, the demand for solid tires from forklifts constitutes around 50% of the total demand. The market demand for forklifts, the most widely applied material handling tool, has been surging driven by urbanization and industrialization in China since 2000, and the sales volume soars at a CAGR of 23.5%.

It is in the report that covers the followings:

● The overall development of Chinese tire industry, including operation and demand;

● The supply & demand, demand structure, enterprise competition and import & export of vehicle solid tire in China;

● The analysis on major solid tire manufacturers at home and abroad, including four foreign enterprises such as Maine Industrial Tyre, Continental, Solideal and NEXEN Tyre, and eight Chinese peers like Yantai C.S.I. Rubber and Guizhou Qianjin Rubber, etc.
• Solid Tire Classification by Application
• Solid Tire Classification by Form
• Upstream and Downstream of Solid Tire
• Gross Margin of Tire Industry in China, 2000-2011
• Listed Companies’ Revenue of Tire Industry in China, 2010-2012
• Listed Companies’ Net Income of Tire Industry in China, 2010-2012
• Tire Output in China, 2007-2012
• Sales Volume of Automobiles in China, 2005-2012
• Vehicle Population in China, 2008-2011
• Replacement Tire Consumption in China, 2012
• Demand Structure of Solid Tire in China
• Sales Volume and YOY Growth Rate of Forklift in China, 2005-2011
• Output and Demand for Vehicle Solid Tire in China, 2005-2011
• Products of Global and Chinese Major Solid Tire Manufacturers by Application
• Profitability of Solid Tire Manufacturers in China
• Export Volume and Export Value of Solid or Semi-solid Rubber Tires and Rubber Tread for Automotive, 2010-2012
• Export Volume and Export Value of Solid or Semi-solid Rubber Tires and Rubber Tread for Aircraft, 2010-2012
• Import Volume and Import Value of Solid or Semi-solid Rubber Tires and Rubber Tread for Automotive, 2010-2012
• Import Volume and Import Value of Solid or Semi-solid Rubber Tires and Rubber Tread for Aircraft, 2010-2012
• Main Solid Tire Products of Maine Industrial Tire
• Operating Performance of Hebei Starbright Tire Co. Ltd, 2008-2009
• Solid Tire Business of Continental
• Net Income of Continental by Business Division, 2010-2011
• Sales of Continental by Region, 2010-2011
• Sales of Commercial Vehicle Tire of Continental, 2011
• Sales of Commercial Vehicle Tire of Continental, 2010
• Continental’s Solid Tire Application in Baggage and Cargo Handling
• Tire Business Distribution of Continental in China
• Main Solid Tire Products of Solideal
• Tire Sales of Solideal, 2008-2012
• Operating Performance of Solideal Rubber Products (Qingdao) Ltd, 2008-2009
• Sales and OP Margin of NEXEN Tire, 2002-2011
• Output and YOY Growth Rate of Ultra-high Performance Radial Tire of NEXEN Tire, 2005-2011
• Business Distribution NEXEN Tire in China
• Net Sales and Profit of NEXEN Tire, 2010-2011
• Sales of NEXEN Tire in China by Segment, 2010-2011
• Operating Performance of Qingdao Nexen Rubber Co., Ltd, 2008-2009
• Marketing Network of Yantai CSI Rubber Co., Ltd in China
• Marketing Network of Yantai CSI Rubber Co., Ltd in the World
• Operating Performance of Yantai CSI Rubber Co., Ltd, 2008-2009
• Major Tire Products of Guizhou Qianjin Rubber Co., Ltd
• Operating Revenue and Net Income of Guizhou Qianjin Rubber Co., Ltd, 2009-2011
• Operating Performance of Ningbo Best Polyurethane Co., Ltd, 2008-2009
• Main Solid Tire Products of Zhaoyuan City Dongsheng Latex Goods Co., Ltd
• Operating Performance of Yantai CSI Rubber Co., Ltd, 2008-2009
• Solid Tire Products of Jiangsu Senguang Rubber Product Co., Ltd
• Marketing Network of Jiangsu Senguang Rubber Product Co., Ltd
• Operating Performance of Jiangsu Senguang Rubber Product Co., Ltd, 2009-2010
• Operating Performance of Shanghai Huaxiang Solid Tire Co., Ltd, 2008-2009
• Marketing Network of Yancheng ABC Tire Co., Ltd in China
• Main Solid Tire Products of Hangzhou Zhongce Rubber Company Ltd
• Sales and Total Profit of Hangzhou Zhongce Rubber Company Ltd, 2009-2011
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