China Wood Furniture Market Report, 2011-2012

Jun. 2012

ResearchInChina
www.researchinchina.com

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, State Forestry Administration of China and China Customs etc.

Abstract

Chinese furniture industry is a typical export-oriented industry; and wood furniture producers dominated by OEM and ODM production patterns are mainly distributed in Guangdong, Jiangsu, Zhejiang and Fujian etc.

Chinese wood furniture has seen continuously sluggish export market since the financial crisis in 2008, forcing many producers to shift their business centers from overseas market to domestic market. In 2011, export volume of China's wood furniture registered 201.6 million pieces, down 0.99% year on-year. Two policies ('EU Regulations on Timber & Wood Products' and 'New Ecodesign Directives') were formally passed in March of 2012, aiming at restricting export of Chinese wood furniture; and therefore the export of Chinese wood furniture will face higher barriers for environmental protection.

With stronger regional cluster characteristics, Chinese wood furniture industry has developed into five major wood furniture industry areas in Pearl River Delta, Yangtze River Delta, Bohai Rim, the Northeast and the West respectively. Among them, wood furniture in Pearl River Delta and Yangtze River Delta is mainly exported to foreign countries, and most of wood furniture in Bohai Rim is supplied to domestic market.

Owing to seriously tight supply of timber in China, Chinese wood furniture industry features higher import independence in the supply of raw materials such as logs and sawn timber etc. Russia, Southeast Asia, Africa and South America etc. are the major timber import source countries.

Chinese wood furniture industry characterizes a large number of producers and relatively scattered production capacity. At present, over 20 enterprises including Markor Furniture, Suofeiya Furniture, Huafeng Furniture and Royal Furniture etc. enjoy stronger competitive edges in the market.

As one of the largest furniture exporters in China, Markor Furniture International Co., Ltd. has owned its own furniture brand 'Markor Furniture' in Chinese market. It has opened nearly 70 chain stores in more than ten medium-sized and large cities. The company is currently focusing on expanding domestic market. it is scheduled to open 30 to 35 new chain stores in 2012.

Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080
Phone: +86 10 82600828 ● Fax: +86 10 82601570 ● www.researchinchina.com ● report@researchinchina.com

Suofeiya Furniture is the largest producer of customized wardrobe in China, holding a domestic market share of over 6%. Production capacity of the company’s customized wardrobe reached 3.9 million square meters in 2010.

As the first brand in Chinese furniture industry, Huafeng Furniture has become China’s largest solid wood furniture producer in China relying on abundant forest resources in the Northeast China and Russia, with annual production capacity of 10 million pieces.

As one of panel furniture producers with the highest output and sales volume in China, Royal Furniture mainly produces high-end civil furniture products. The company has an influential marketing network at home. In addition to 100-plus regular chain stores in major medium and large cities of China, Royal brand stores authorized by Royal Furniture have numbered 3,000.

Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080
Phone: +86 10 82600828 ● Fax: +86 10 82601570 ● www.researchinchina.com ● report@researchinchina.com

Table of contents

Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080
Phone: +86 10 82600828 ● Fax: +86 10 82601570 ● www.researchinchina.com ● report@researchinchina.com

Selected Charts

- Wood Furniture Industry Chain
- Output of Timber and Log in China, 2007-2011
- Output of Sawn Timber in China, 2007-2011
- Import Volume and Growth Rate of Log in China, 2007-2011
- Import Volume and Growth Rate of Sawn Timber in China, 2007-2011
- Export Volume of Sawn Timber and Log in China, 2007-2011
- Output and Growth Rate of Wood-based Panel in China, 2007-2011
- Output of Wood-based Panel in China by Product, 2007-2011
- Import and Export Volume of Main Wood-based Panel Products in China, 2008-2011
- Revenue and Total Profit of Wood Furniture Industry in China, 2006-2011
- Gross Margin of Wood Furniture Industry in China, 2006-2011
- Output of Furniture in China, 2006-2011
- Output of Wood Furniture in China, 2006-2011
- Retail Sales and Growth Rate of Furniture Products in China, 2006-2011
- Output and Growth Rate of Wood Furniture in China by Region, 2011
- Main Brands of Solid Wood & Panel Furniture in China, 2012
- Export Volume and Growth Rate of Wood Furniture in China, 2007-2011
- Export Structure of Wood Furniture in China by Product, 2011
- Import Volume and Growth Rate of Wood Furniture in China, 2007-2011
- Import Structure of Wood Furniture in China by Product, 2011
- Revenue and Net Income of Markor Furniture, 2008-2012
- Revenue Breakdown of Markor Furniture by Product, 2009-2011
- Revenue Breakdown of Markor Furniture by Region, 2010-2011
- Gross Margin of Markor Furniture by Product, 2009-2011
- The Number of Markor Furniture Stores, 2005-2012

Selected Charts

- Output and Sales Volume of Furniture and Wood Flooring of Yihua Timber Industry, 2009-2011
- Revenue and Net Income of Yihua Timber Industry, 2008-2012
- Revenue Breakdown of Yihua Timber Industry by Product, 2009-2011
- Revenue Breakdown of Yihua Timber Industry by Region, 2009-2011
- Gross Margin of Yihua Timber Industry by Product, 2009-2011
- Under-construction Projects of Yihua Timber Industry, 2012
- Production Capacity, Output and Sales Volume of Customized Wardrobes of Suofeiya Home Collection, 2008-2010
- Revenue and Net Income of Suofeiya Home Collection, 2008-2012
- Revenue Breakdown of Suofeiya Home Collection by Product, 2009-2011
- Revenue Breakdown of Suofeiya Home Collection by Region, 2010-2011
- Gross Margin of Suofeiya Home Collection by Product, 2009-2011
- Under-construction Projects of Suofeiya Home Collection, 2012
- Sales Volume and Prices of Main Products of Yotrio Group, 2009-2011
- Revenue and Net Income of Yotrio Group, 2008-2012
- Revenue Breakdown of Yotrio Group by Product, 2009-2011
- Revenue Breakdown of Yotrio Group by Region, 2009-2011
- Key Customers of Yotrio Group in Foreign Market, 2011
- Gross Margin of Yotrio Group by Product, 2008-2011
- Main Product Investment Projects of Yotrio Group, 2010-2014
- Revenue & Total Profit and Tax of Huafeng Furniture, 2008-2010
- Revenue and Operating Profit of Landbond Furniture, 2008-2010
- Revenue of Qumei Furniture, 2008-2011E
- Revenue and Total Profit of Shuangye Furniture, 2007-2009
- Revenue of Guangming Furniture, 2007-2011

Selected Charts

- Revenue of Quanyou Furniture, 2007-2011E
- Revenue of Mingzhu Furniture, 2007-2011E
- Revenue and Net Income of Royal Furniture, 2007-2011
- Revenue of Tiancheng Furniture, 2007-2011E
- Key Subsidiaries and Related Operations of Kinwai Furniture
- Revenue and Total Profit of Main Subsidiary Companies of Kinwai Furniture, 2007-2009
- Revenue and Total Profit of Housen Furniture, 2007-2009
- Revenue and Total Profit of Chengfeng Furniture, 2007-2009
- Revenue and Total Profit of Quama Furniture, 2007-2009
- Revenue and Total Profit of Hongfa Furniture, 2007-2009

How to Buy

You can place your order in the following alternative ways:

1.Order online at www.researchinchina.com

2.Fax order sheet to us at fax number:+86 10 82601570

3. Email your order to: report@researchinchina.com

4. Phone us at +86 10 82600828/ 82601561

Choose type of format

Hard copy ……………………..…….1,299 USD

PDF (Single user license) …………..1,199 USD

PDF (Enterprisewide license)…....... 1,900 USD

※ Reports will be dispatched immediately once full payment has been received. Payment may be made by wire transfer or credit card via PayPal.

Party A:			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

Party B:			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Li Chen	Phone:	86-10-82600828
E-mail:	report@researchinchina.com	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng,Landianchang,Haidian District,Beijing Bank Account No #: 110060668012015061217 Routing No # : 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	**Format**	**Cost**
Total		

ResearchInChina
www.researchinchina.com