



Global and China Injection Molding Machine Industry Report, 2011-2012

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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 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 China Plastics Machinery Industry Association, National Bureau of Statistics of China and China Customs etc.

Abstract

In 2011, the injection molding machine market in China presented an inverted “V” pattern: the first half year continued the rapid growth trend in 2010; while in the second half, affected by China's Tight Monetary Policy and other factors, the market demand showed decline, accompanied by slackened industrial growth. On the whole, Chinese injection molding machine industry in 2011 around basically realized steady development, with annual sales approaching RMB25 billion.

Compared with the Chinese market, foreign injection molding machine market displayed a strong growth momentum in 2011, of which, Germany and the U.S. all went up over 10% in output value and Japan 8.7%. Fueled by the international market, China's injection molding machine exports in 2011 increased by a large margin, with annual cumulative export value of US\$824 million to Brazil, Iran, Turkey, Vietnam, Malaysia and other countries, a YoY rise of 32.0%.

In addition to analyzing the production & marketing, import & export of injection molding machine in China and beyond, the report focuses on the production regions and products of injection molding machine as well as the competition pattern of industrial players.

From a regional perspective, Beilun Zhejiang has been far ahead, with injection molding machine production accounting for nearly half of China's total. In 2011, Beilun's characteristic industrial bases in this domain has already gathered more than 60 injection molding machine and related enterprises, with annual output value up 18.9% YoY to RMB14.33 billion.

With respect to enterprises, Haitian International is the largest injection molding machine enterprise in China and even the world, with output in 2011 hitting 27,000 units. In addition, The Chen Hsong Group, Borch Machinery, Guangdong Kaiming Engineering Co., Ltd. and Tederic Machinery Manufacture (China) Co., Ltd. also have strong competitive strength, equipped with annual output all outnumbering 10,000 units.

Foreign producers such as Demag, Engel, Husky, NISSEI, TOYO and Toshiba have also successively increased their strength in China, pricking up competition in the injection molding machine market there.

Subsidiaries of Global Leading Injection Molding Machine Enterprises in China, 2011

	Subsidiaries in China
ARBURG	ARBURG (Shanghai) Co., Ltd.
	ARBURG Machine & Trading (Shenzhen) Co., Ltd.
Demag	Demag Plastics Machinery (Ningbo) Co., Ltd.
Engel	Engel Machinery (Shanghai) Co., Ltd.
Husky	Husky Injection Molding Systems (Shanghai) Ltd.
	Husky Injection Molding Systems (Shenzhen) Ltd.
Toshiba	Shanghai Toshiba Machine Co., Ltd.
	Toshiba Machine (Shenzhen) Co., Ltd.
TOYO	Toyo Machinery (Changshu) Co., Ltd.
	Toyo Machinery & Metal (Shanghai) Co., Ltd.
	Toyo Machinery & Metal (Guangzhou) Co., Ltd.
NISSEI	Nissei Plastic Machinery (Taicang) Co., Ltd.
	Nissei Plastic (Shanghai) Co., Ltd.
UBE	UBE Machinery (Shanghai) Ltd.

Source: ResearchInChina <Global and China Injection Molding Machine Industry Report, 2011-2012>

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