



# Global and China Elevator Industry Report, 2013

May 2013

## 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 Company Reports, and National Bureau of Statistics of China etc.

## Abstract

Against the sluggish European elevator market and the slowly recovered American elevator market, China achieved the elevator output of 529,000 in 2012, up 17.56% year on year; though the growth slowed down, China still ranked first in output around the globe.

### **In 2012, Chinese elevator industry characterized the followings:**

Multinational elevator companies have accelerated their expansion in China. Unlike the weak economic growth in Europe and America, the Asian elevator market, especially Chinese elevator market, has maintained moderate growth, so multinational elevator brands have been speeding up their expansion in China.

The service market has become a target for elevator enterprises. In the wake of the growth slowdown of elevator output and sales volume as well as the increasing elevator number, the elevator aftermarket presents a promising outlook. The service only contributes 3%-15% to the revenue of Chinese elevator manufacturers, while up to 40-55% to multinational corporations.

Indemnificatory housing will be a future growth engine. China's construction plan of 36 million indemnificatory apartments largely offsets the negative impact incurred by the declining investment growth in commercial real estate. In 2012, China finished 6.01 million indemnificatory apartments and started building 7.81 million ones, overachieving the tasks stipulated in early 2012.

### **The report covers the followings:**

1. Status quo, competition pattern, and maintenance market of the global elevator industry;
2. Competitive landscape of China elevator industry, mainly layout of foreign brands in China as well as competition between domestic and foreign brands
3. Supply structure, new elevator output and maintenance market of China elevator industry;
4. Demand structure, demand analysis and main influencing factors of China elevator industry;
5. Elevator import & export value, volume and prices in China
6. Output, sales volume, operation, major projects and orders of seven global elevator manufacturers and eight Chinese ones;
7. Development trends of markets, products and technologies in China elevator industry.

## Layout of Multinational Elevator Companies in China, 2011-2013

Enterprise	Layout in China
Otis	In Sep. 2012, the new plant of Otis settled down in Chongqing, with the designed annual capacity of more than 15,000 elevators.
Hitachi	In April 2013, Hitachi Elevator Western Base was completed and the trial production commenced. The base is expected to go into operation in July, by when the capacity of Hitachi Elevator in China will reach 74,000.
Kone	In Dec. 2011, Kone announced it would pay RMB950 million for 40% stake in Giant KONE; In April 2013, Kone Elevator Industrial Park was established in Kunshan city, including three elevator factories and one escalator factory.
Schindler	In April, 2011, 46% equity of Xuchang XJ Elevator was acquired by Schindler, so that Xuchang XJ Elevator became a joint venture under Schindler officially.
ThyssenKrupp	In Nov. 2012, ThyssenKrupp invested RMB300 million in building a new factory in China.
Fujitec	In May, 2012, Huasheng Fujitec started the construction of a new research tower.

Source: ResearchInChina *Global and China Elevator Industry Report, 2013*

### **1 Overview of Elevator Industry**

- 1.1 Overview
- 1.2 Laws, Regulations and Policies

### **2 Global Elevator Industry Development**

- 2.1 Status Quo
- 2.2 Competition among Enterprises
- 2.3 Service Market

### **3 Competitive Landscape of China Elevator Industry**

- 3.1 Development of Foreign Elevator Brands in China
- 3.2 Market Competition
- 3.3 Product Competition

### **4 Supply of China Elevator Industry**

- 4.1 Supply Structure
- 4.2 Output of New Elevators
- 4.3 Service Market

### **5 Demand of China Elevator Industry**

- 5.1 Demand Structure
- 5.2 Consumption
- 5.3 Influencing Factors
  - 5.3.1 Real Estate Sector
  - 5.3.2 Urban Infrastructure Construction

- 5.3.3 Transformation and Renovation of Old Elevators
- 5.3.4 Rail Transit Construction

### **6 Import and Export**

- 6.1 Import and Export Volume
- 6.2 Import and Export Price

### **7 Key Elevator Companies Worldwide**

- 7.1 Otis
  - 7.1.1 Profile
  - 7.1.2 Operation
  - 7.1.3 Orders
  - 7.1.4 Development in China
  - 7.1.5 Orders in China
  - 7.1.6 Xizi Otis
  - 7.1.7 Otis Opens LEEDGold Standard Plant in Chongqing
- 7.2 Hitachi
  - 7.2.1 Profile
  - 7.2.2 Operation
  - 7.2.3 Elevator Business in China
  - 7.2.4 Hitachi's Western Base Puts into Trial Production
  - 7.2.5 Elevator Orders in China
- 7.3 KONE
- 7.4 Schindler
- 7.5 Thyssen Krupp
- 7.6 Toshiba
- 7.7 Fujitec

### **8 Key Elevator Companies in China**

- 8.1 Shanghai Mitsubishi Elevator Co., Ltd
  - 8.1.1 Profile
  - 8.1.2 Output and Sales Volume
  - 8.1.3 Operation
  - 8.1.4 Competitive Advantages
  - 8.1.5 Elevator Orders
  - 8.1.6 Major Projects
  - 8.1.7 Performance Forecast
- 8.2 Guangzhou Guangri Stock Co., Ltd
  - 8.2.1 Profile
  - 8.2.2 Operation
  - 8.2.3 Elevator Business
  - 8.2.4 Western Base Starts Construction in Chengdu
  - 8.2.5 Industrial Chain Layout
  - 8.2.6 Performance Forecast
- 8.3 Canny Elevator Co., Ltd
- 8.4 SJEC Corporation
- 8.5 Shenyang Brilliant Elevator Co., Ltd
  - 8.5.10 Performance Forecast
- 8.6 Suzhou Dongnan Elevator (Group) Co., Ltd.
- 8.7 Shenlong Elevator Co., Ltd.
- 8.8 Hangzhou Xinma Elevator Co., Ltd

### **9 China Elevator Industry Development Trends**

- 9.1 Market Trends
- 9.2 Product Trends
- 9.3 Technology Trends

- Classification of Elevator Products
- Laws and Regulations on China Elevator Industry, 2000-2013
- Policies concerning China Elevator Industry, 2006-2013
- Global Elevators in Operation (by Region/Country), 2012
- Sales Units and Sales Value of Elevator in the World (by Region), 2011-2012
- Sales Volume of New Equipment of Elevator in BRIC Countries and the Rest of World, 2004-2020E
- Global Elevator Market Share, 2012
- Operating Margin of Global and Chinese Elevator Manufacturers, 2012
- ROE of Global and Chinese Elevator Manufacturers, 2012
- Revenue Structure of KONE and OTIS, 2012
- Layout of Eight Foreign Elevator Brands in China
- Market Share of Foreign and Domestic Brands in Chinese Elevator Market, 2012
- Competitive Landscape of China Elevator Market, 2012
- Market Share of Foreign Brands in China, 2011
- Layout of Foreign Elevator Brands in China, 2011-2013
- Market Share of Domestic Brands in China, 2012
- Elevator Product Structure
- Market Share of Middle and Low Speed Elevator in China, 2005-2012E
- Elevator Output and YOY Growth Rate in China, 1983-2012
- Major Elevator Projects under Construction, 2013-2015
- Revenue Structure of Global Elevator Market
- Service Revenue Percentage of Companies in the World and China, 2010-2012
- Elevator Application Structure
- Regional Features of Chinese Elevator Market
- Consumption Structure in Chinese Elevator Market by Region, 2012

- Elevator Consumption and YoY Growth Rate in China, 2006-2012
- Number of Elevators in Service in China, 2000-2012
- Per Capita Elevator in Service in the World (by Region/Country)
- Real Estate Investment and YOY Growth Rate in China, 1997-2012
- Growth Rates of New Housing Construction Area and Elevator Output in China, 2001-2012
- Urbanization Rates Worldwide (by Country/Region)
- Urbanization Rates in China, 1949-2012
- Elevator Renovation and Transformation Demand in China, 2010-2024
- Urban Rail Transit Planning in China by City
- Import and Export Volume of Elevator & Escalator in China, 2007-2013
- Import and Export Value of Elevator & Escalator in China, 2007-2013
- Average Import/Export Price of Elevator & Escalator in China, 2004-2011
- Introduction of Otis
- Elevator Development History of Otis
- Global Business Distribution of Otis
- Revenue Structure of Otis, 2012
- The Number of Elevators in Service of Otis in the World, 2001-2012
- Major Orders of Otis Worldwide, 2012-2013
- Expansion Process of Otis in China
- Main Elevator Orders of Otis in China, 2009-2012
- Marketing Network of Xizi Otis
- Main Orders of Xizi Otis, 2011-2013
- Revenue and Net Income of Hitachi, FY2010-FY2012
- Main Business Indicators of Hitachi, FY2011-FY2012
- Revenue of Hitachi (by Business), FY2011-FY2012

- Revenue of Hitachi (by Region), FY2011-FY2012
- Ownership Structure of Hitachi Elevator (China)
- Main Elevator Production Bases of Hitachi China
- Revenue and Net Income of Hitachi Elevator (China), 2010-2012
- Sales Volume and Market Share of Hitachi Elevator (China), 2006-2011
- Main Elevator Orders of Hitachi in China, 2011-2012
- Global Operations of KONE
- Orders Intake of KONE, 2005-2013
- Sales of KONE, 2005-2013
- Operating Income of KONE, 2005-2013
- Sales Structure of KONE (by Business), 2005-2012
- Sales Structure of KONE (by Region), 2005-2012
- Sales Structure of KONE, 2013Q1
- Performance Outlook of KONE in 2013
- Development History of KONE in China
- Business Distribution of Schindler in China
- Product Structure of KONE and GiantKONE
- Headcount of Schindler (by Market), 2012
- Headcount of Schindler (by Business Area), 2012
- Main Business Indicators of Schindler, 2008-2012
- Main Business Indicators of Schindler, 2012-2013
- Revenue and Order Backlog of Schindler (by Region), 2012
- Development Course of Schindler in China
- Business Indicators of Schindler in Asia, Oceania and Africa, 2012
- Elevator Orders of Schindler in China, 2012



- Main Business Indicators of XJ Schindler, 2010-2012
- Main Business Indicators of Thyssen Krupp, FY2012-FY2013
- Business Indicators of Thyssen Krupp (by Business), 2012-2013
- Elevator Sales of Thyssen Krupp, 2008-2013
- Main Business Indicators of Elevator Business of Thyssen Krupp, 2012-2013
- Business Distribution of Thyssen Krupp in China
- Development History of ThyssenKrupp Elevator (China)
- Elevator Brands of Thyssen Krupp Operated in India and China
- Main Elevator Orders of Thyssen Krupp in China, 2011-2012
- Main Business Indicators of Toshiba, FY 2010- FY 2012
- Net Sales and Operating Income of Toshiba (by Business), FY2011-FY2012
- Elevator Development Course of Toshiba
- Elevator Business Distribution of Toshiba in China
- Global Business Distribution of Fujitec
- Sales, Operating Income and Net Income of Fujitec, FY2008-FY2012
- Production Bases of Fujitec Elevator (China)
- Marketing Network of Fujitec in China
- Output and Sales Volume of Shanghai Mitsubishi Elevator, 2008-2012
- Accumulative Sales Volume of Shanghai Mitsubishi Elevator, 1998-2012
- Revenue and Net Income of Shanghai Mitsubishi Elevator, 2009-2012
- Gross Margin of Elevator of Shanghai Mitsubishi Elevator, 2008-2012
- Indemnificatory Housing Cooperation Project of Shanghai Mitsubishi Elevator, 2009-2011
- Major Projects of Shanghai Mitsubishi Elevator
- Revenue and Net Income of Shanghai Mitsubishi Elevator, 2013E-2016E
- Revenue and Net Income of Guangzhou Guangri Stock, 2010-2012

- Revenue and Net Income of Exchange-In Assets of Guangzhou Guangri Stock, 2012-2013
- Revenue and Gross Margin of Guangzhou Guangri Stock (by Business), 2012
- Differential Positioning between Guangzhou Guangri Stock and Hitachi Elevator
- Investment Income of Guangzhou Guangri Stock from Hitachi Elevator, 2006-2010
- Industrial Parks Distribution of Guangzhou Guangri Stock
- Industrial Chain Layout of Guangzhou Guangri Stock
- Revenue and Net Income of Guangzhou Guangri Stock, 2013E-2016E
- Output, Sales Volume and Stock of Canny Elevator, 2011-2012
- Revenue and Net Income of Canny Elevator, 2009-2012
- Revenue of Canny Elevator (by Product), 2010-2012
- Revenue of Canny Elevator (by Region), 2010-2012
- Gross Margin of Canny Elevator, 2008-2012
- R&D Costs and % of Total Revenue of Canny Elevator, 2009-2012
- Main Elevator and Elevator Parts Projects of Canny Elevator, 2011-2012
- Main Elevator Orders of Canny Elevator, 2006-2012
- Revenue and Net Income of Canny Elevator, 2013E-2016E
- Output and Sales Volume of SJEC Corporation, 2008-2012
- Sales Volume of SJEC Corporation (by Product), 2008-2012
- Strategic Partners of SJEC Corporation in Commercial Real Estate Field
- Revenue and Net Income of SJEC Corporation, 2009-2013
- Revenue of SJEC Corporation (by Business), 2010-2012
- Revenue of SJEC Corporation (by Region), 2009-2012
- Gross Margin of SJEC Corporation, 2008-2012
- R&D Costs and % of Total Revenue of SJEC Corporation, 2008-2012
- Fund-raising Projects and Investment of SJEC Corporation

- New Capacity of Elevator Expansion Projects of SJEC Corporation
- Revenue and Net Income of SJEC Corporation, 2013E-2016E
- Output, Sales and Stock of Shenyang Brilliant Elevator, 2009-2012
- Revenue and Net Income of Shenyang Brilliant Elevator, 2009-2013
- Revenue of Shenyang Brilliant Elevator (by Business), 2009-2012
- Revenue of Shenyang Brilliant Elevator, (by Region), 2009-2012
- Gross Margin of Shenyang Brilliant Elevator, 2009-2012
- R&D Costs and % of Total Revenue of Shenyang Brilliant Elevator, 2009-2012
- Fund-Raising Projects of Shenyang Brilliant Elevator
- Implementation Plan of Elevator Industrialization Upgrade and Renovation Project of Shenyang Elevator Production Base Project (Unit: units)
- Shenyang Brilliant Elevator's Revenue from Top 5 Clients and % of Total Revenue, 2012
- Shenyang Brilliant Elevator's Procurement from Top 5 Suppliers and % of Total Procurement, 2012
- Main Elevator Contracts Awarded of Shenyang Brilliant Elevator in Overseas, 2010-2011
- Main Elevator Contracts Awarded of Shenyang Brilliant Elevator in China, 2010-2012
- Revenue and Net Income of Shenyang Brilliant Elevator, 2013E-2016E
- Application Cases of Special Elevators of Suzhou Dongnan Elevator
- Marketing Network of Suzhou Dongnan Elevator in China
- Elevator Output in China, 2013E-2015E

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