



**China Lead-acid Battery Industry Report,  
2012-2015**

**July 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

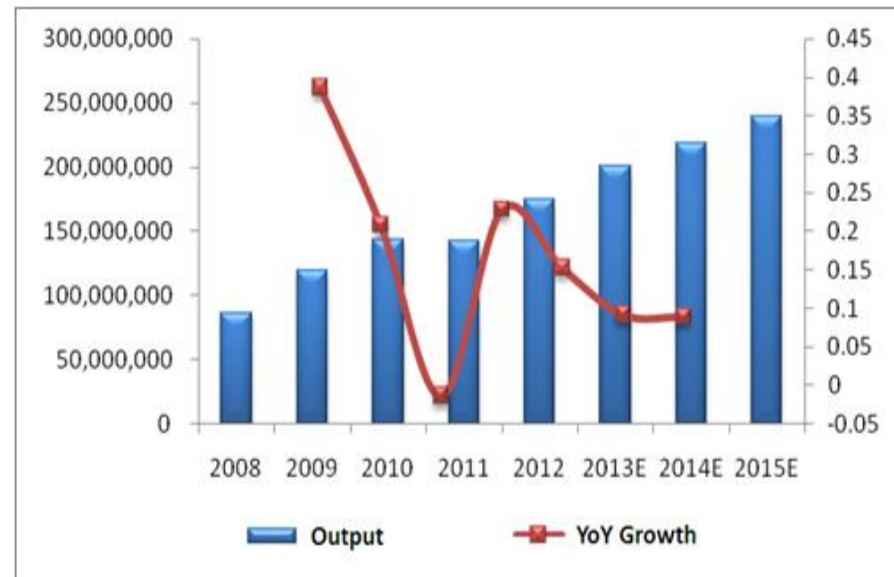
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

In May 2012, the Ministry of Industry and Information Technology (MIIT) officially announced the Lead-acid Battery Industry Access Conditions, which came into effect from July 1. The document requires that the new, reorganized and expanded lead-acid battery capacities of the same plant shall be no less than 500,000 kVA, the existing lead-acid battery capacity of the same plant shall be not be less than 200,000 kVA, the existing battery plate capacity of the same plant shall be no lower than one million kVA, prohibits the reorganization and expansion of plates and outsourcing plate assembled batteries, and puts forward clear requirements on the production technology and equipment to improve the industry access threshold.

In 2012, as a large number of lead-acid battery companies that didn't meet national environmental requirements were eliminated, qualified enterprises successively increased production capacity and output to seize vacated market share. In the same year, Chinese lead-acid battery output was 175 million kVA, an increase of 23% over the same period in 2011. Following the ever-growing market demand for electric bicycle batteries, automotive starter batteries, electric vehicle batteries and energy storage batteries, lead-acid battery output in 2015 is expected to reach 240 million kVA.

**Lead-acid Battery Output and YoY Growth in China, 2008-2015**  
(Unit: KVA)



Source: National Bureau of Statistics;  
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Lead-acid battery products are mainly used in automotive starter storage batteries, electric bicycle power batteries, fixed-type batteries for communication, energy storage batteries and other fields.

China originally had a multitude of automotive starter lead-acid battery manufacturers, but with the industry consolidation and internal integration, the number has dramatically declined, till now, there are about hundreds of companies engaged in the production of lead-acid batteries for starter, of which, Fengfan Co., Ltd., Camel Group Co., Ltd., Johnson Controls, etc. achieve annual output of more than 300 kVA.

Concerning electric bicycle lead-acid battery in China, leading companies refer to Tianneng Power International Limited, Chaowei Power Holdings Limited, Shoto, Shandong Sacred Sun Power Sources Co., Ltd, among which, Tianneng Power and Chaowei Power hold absolute advantages, whose market share in this field in 2013 is expected to be expanded to 80%.

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