



**Global and China Stainless Steel Tableware
and Kitchenware Industry Report, 2013-
2015**

Aug. 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

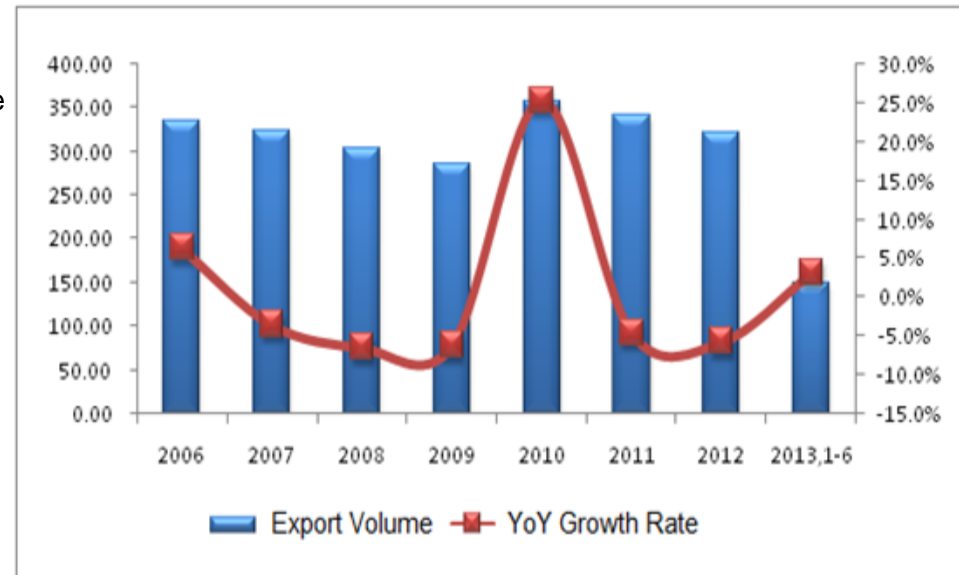
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

Currently, China has been the leading production base and exporter of stainless steel tableware and kitchenware in the world. During 2006-2009, China-made low-end stainless steel tableware and kitchenware products were gradually eliminated in the market, with its export volume showing a downward tendency. In 2010, the governments of all countries launched stimulus policies successively, an engine for demand growth, and which helped China's export volume of stainless steel tableware and kitchenware be up 25.4% year-on-year.

Since 2011, the governments of all countries has rolled out stricter regulations on food safety and put forward higher safety norms for stainless steel tableware and kitchenware; and the driving force of economic stimulation has faded away, which caused China's export volume of stainless steel tableware and kitchenware products to fall again in 2011 and 2012.

China's Export Volume and YoY Growth Rate of Stainless Steel Tableware and Kitchenware, 2006-2013 (Kt)



Source: China Customs; ResearchInChina *Global and China Stainless Steel Tableware and Kitchenware Industry Report, 2013-2015*

The high-end stainless steel tableware and kitchenware market in China is almost dominated by well-known transnational brands such as SEB, ZWILLING and WMF at present, while local brands hold small market shares. The medium-end market is held by a few domestic brands like Supor and ASD, and they enjoy certain market scale; while the low-end market is full of less known and inferior brands whose sales channels come to supermarkets and low-end retail shops.

French SEB Group is the famous company in the world's kitchenware and small home appliance field, and it continuously expands its market coverage through mergers and acquisitions worldwide. From its acquisition on Tefal in 1968 to the share holding of Supor in 2011, SEB's revenue has shown steady growth. In H1 2013, its revenue reached EUR1.835 billion, a rise of 2.5% from the same period of last year, and it performed prominently in the sluggish European market.

Supor is one of the well-known producers of stainless steel tableware and kitchenware domestically in China, and it became the holding subsidiary of France-based SEB Group. In 2012, affected by depressed economies in China and beyond, Supor's revenue dropped by 3.31% year-on-year, and its net income fell 1.92% year-on-year.

Linkfair Group is the biggest company of stainless steel tableware and kitchenware in terms of export value in China, with its major customers mainly in European and American regions.

1. Overview

- 1.1 Definition
- 1.2 Policy
- 1.3 Upstream Industry
 - 1.3.1 Output of Stainless Steel
 - 1.3.2 Price of Stainless Steel

2. Industry Analysis

- 2.1 Global
 - 2.1.1 Market Scale
 - 2.1.2 Market Structure
- 2.2 China
 - 2.2.1 Industry Overview
 - 2.2.2 Market Scale
 - 2.2.3 Market Segments

3. Competition

- 3.1 Regional Distribution
- 3.2 Enterprise Competition
- 3.3 Channel Analysis

4. Export

- 4.1 Export Scale
- 4.2 Major Export Destinations
- 4.3 Main Exporting Enterprises

5. Multinational Corporations

- 5.1 SEB

- 5.1.1 Profile
- 5.1.2 Operation
- 5.1.3 Revenue by Region
- 5.1.4 SEB in China

5.2 WMF

- 5.2.1 Profile
- 5.2.2 Operation
- 5.2.3 WMF in China

5.3 ZWILLING

- 5.3.1 Profile
- 5.3.2 ZWILLING in China

5.4 FISSLER

- 5.4.1 Profile
- 5.4.2 Operation
- 5.4.3 FISSLER in China

5.5 THERMOS

- 5.5.1 Profile
- 5.5.2 Thermos (China) Housewares Co. Ltd.
- 5.5.3 Thermos (Jiangsu) Housewares Co. Ltd.

6. Chinese Enterprises

- 6.1 Supor
 - 6.1.1 Profile
 - 6.1.2 Operation
 - 6.1.3 Revenue Structure
 - 6.1.4 Gross Margin
 - 6.1.5 Performance Prediction

6.2 ASD

- 6.2.1 Profile
- 6.2.2 Operation
- 6.2.3 Revenue Structure
- 6.2.4 Gross Margin
- 6.2.5 Dynamics
- 6.3 Robam Appliances
- 6.4 Linkfair Group
- 6.5 Zhuhai Double Happiness Cooker Company
- 6.6 Stainless Steel Products Shanghai Guanhua Co., Ltd.
- 6.7 Xinhui Rixing Stainless Steel Product Co., Ltd.
- 6.8 Meyer (Zhaoqing) Metal Products Co., Ltd.
- 6.9 Xinxing AXA Stainless Steel Co., Ltd.
- 6.10 Three A Stainless Steel Products Grouping Co., Ltd. of Guangdong
- 6.11 Dongjin Stainless Steel Tableware Co., Ltd.
- 6.12 Guangdong Master Group Co., Ltd.
- 6.13 Zhejiang Beidefu Electric Co., Ltd.
- 6.14 Longfa Stainless Steel Tableware Trade Co., Ltd.
- 6.15 Yangxin Dongzhi Global Stainless Steel Products Co., Ltd.
- 6.16 Jieyang Qingzhan Rustless Steel Co., Ltd.
- 6.17 Xiamen Qinghong Enterprise Co., Ltd.

- Classification of Tableware and Kitchenware Industry
- Relevant Standards of China Stainless Steel Tableware and Kitchenware Industry
- Output of Crude Stainless Steel in China, 2009-2016E
- Price of 2.0mm Stainless Steel Rolled Coiled Sheets, 2010-2013
- Global Stainless Steel Tableware and Kitchenware Market Size, 2006-2016E
- Market Share of Tableware and Kitchenware Made of Various Materials in Developed Countries in 2010
- Global Stainless Steel Tableware and Kitchenware Market Share in 2010
- Chinese Market Size of Stainless Steel Tableware and Kitchenware, 2006-2015E
- Chinese Stainless Steel Cookware Market Size and YoY Growth Rate, 2006-2015E
- Chinese Stainless Steel Tableware Market Size and YoY Growth Rate, 2006-2015E
- Market Size and YoY Growth Rate of Chinese Miscellaneous Stainless Steel Tableware and Kitchenware, 2006-2015E
- Comparison between Listed Companies of Stainless Steel Tableware and Kitchenware in China
- Comparison between Internationally-renowned Enterprises in Chinese Stainless Steel Tableware and Kitchenware Market
- Export Volume and YoY Growth Rate of Chinese Stainless Steel Tableware and Kitchenware, 2006-2013
- Export Value and YoY Growth Rate of Chinese Stainless Steel Tableware and Kitchenware, 2006-2013
- Top 10 Export Destinations of Chinese Stainless Steel Tableware and Kitchenware by Export Value in 2012
- Main Business Models of Chinese Stainless Steel Tableware and Kitchenware Production Enterprises
- Major Export Enterprises of Stainless Steel Tableware and Kitchenware in China, 2009-2011
- Key Financial Indicators of SEB in 2013
- Revenue of SEB by Region in 2013
- Global Brands of SEB
- Regional Brands of SEB
- Revenue of WMF, 2009-2012
- Revenue of WMF by Segment, 2012
- Revenue of WMF by Region, 2012

- Global Brands of ZWILLING
- Number of Zwilling's Counters in Chinese Major Cities
- Revenue of Fissler, FY 2009-FY2012
- Revenue Structure of Fissler by Region, FY 2009-FY2012
- Supor's Five Major Production Bases and Major Products
- Revenue and Net Income of Supor, 2009-2013
- Revenue of Supor by Product , 2009-2012
- Revenue of Supor by Region , 2009-2012
- Gross Margin of Supor by Product, 2009-2012
- Revenue and Net Income of Supor, 2012-2015E
- Revenue and Net Income of ASD, 2009-2013
- Revenue of ASD by Product, 2009-2012
- Revenue of ASD by Region, 2009-2012
- Gross Margin of ASD by Product, 2009-2012
- Revenue and Net Income of Robam Appliances, 2009-2013
- Revenue of Robam Appliances by Product, 2009-2013
- Gross Margin of Robam Appliances by Product, 2009-2013
- Revenue and Net Income of Robam Appliances, 2012-2015E
- Revenue and Net Income of Linkfair Group, 2009-2012
- Revenue of Linkfair Group by Product, 2009-2012
- Revenue of LINKFAIR by Region, 2009-2012
- Revenue Structure of LINKFAIR by Business Model, 2009-2012
- Gross Margin of LINKFAIR's Main Products, 2009-2012
- Output of LINKFAIR by Product, 2010-2012
- Capacity Expansion of LINKFAIR, 2012-2015E

- 
- Revenue and Net Income of Linkfair Group, 2010-2014
 - Financial Data of Zhuhai Double Happiness Cooker Company, 2008-2009
 - Financial Data of Stainless Steel Products Shanghai Guanhua, 2008-2009
 - Financial Data of Xinhui Rixing Stainless Steel Product, 2008-2009
 - Financial Data of Meyer (Zhaoqing) Metal Products, 2008-2009
 - Profile of Xinxing AXA Stainless Steel
 - Financial Data of Xinxing AXA Stainless Steel, 2008-2009
 - Financial Data of Three A Stainless Steel Products Grouping, 2008-2009
 - Financial Data of Dongjin Stainless Steel Tableware, 2008-2009
 - Financial Data of Guangdong Master Group, 2008-2009

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