



**China Modified Plastics Industry Report,
2013-2015**

Mar. 2014

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.

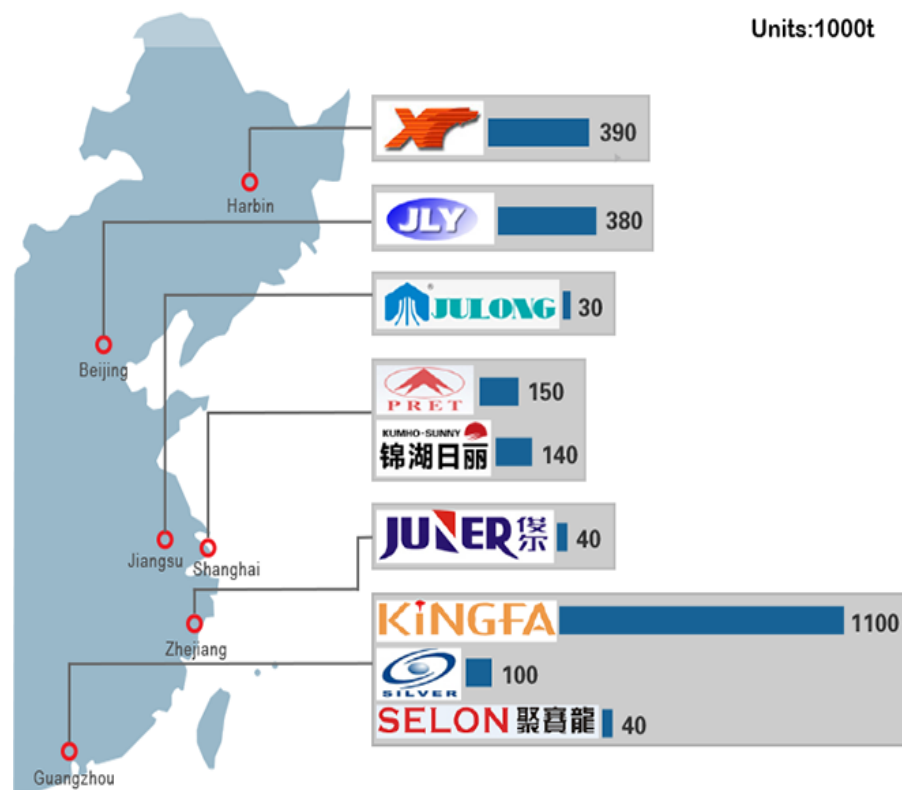
Abstract

Development of modified plastics industry in China started in the 1990s. Before 1990s, China's modified plastics were almost imported. During 2000-2009, China's output of modified plastics showed an AAGR of 33%, but in 2010-2012 it was down to 16.7%. China's output of modified plastics was estimated at 7.3 million tons or so in 2013, up only 10.6% YoY.

Home appliance and automobile are the major consumers of modified plastics in China. In 2013, the modified plastics used for home appliance and for automobile accounted for 38.2% and 30.9% respectively of total consumption in China. the slowdown in the growth rate of China's modified plastics output over recent three years is mainly as a result of the shrunk demand from Chinese home appliance industry. In the future, the automotive industry will suffice as a major stimulus for the growth of Chinese modified plastics market. It is estimated that China's output of modified plastics for automobiles in 2014 will be up to 3.36 million tons.

Capacity of Major Modified Plastics Manufacturers in China, 2013

Units: 1000t



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China's modified plastics industry is highly market-oriented and the market competition is rather intense. In recent years, large multinational manufacturers of modified plastics are gradually speeding up their construction of production bases in China. By the end of 2013, BASF, BAYER, DOW, DUPONT, SABIC and other global chemical giants all have built modified plastic plants in China. Most of them are large chemical companies integrating upstream raw materials, modified processing and product sales together and they enjoy great superiority in terms of quality of raw materials and industrial scale.

At present, there are thousands of local enterprises in the production of modified plastics in China, the vast majority of which are located in South China, East China, Bohai Rim Region and other economically developed areas. However, there are only approximately 70 domestic modified plastics enterprises that boast production capacity of more than 3 kt/a each, and most of them have monotonous product varieties and small scale. As contradictory to China's rapid development of modified plastics, the production capacity is obviously insufficient. In 2013, production capacity of the nine major domestic modified plastic manufacturers in China footed up to 2.37 million tons, holding just 25.6% of the total demand.

China Modified Plastics Industry Research Report of ResearchInChina sheds light on the following aspects:

- ✘ Analysis of operating environment for China modified plastics industry, including policy environment and upstream raw material market, etc.;
- ✘ Analysis of China modified plastics industry development, including analysis of market supply & demand and competition pattern and so on;
- ✘ Analysis of downstream application industries of China modified plastics industry, including analysis of the demand in the home appliance, automotive, wire and cable, and energy-saving lighting industries;
- ✘ Analysis of the operating conditions and modified plastics business of 18 modified plastics companies in China (including Kingfa Sci. & Tech.co.,Ltd, Shanghai PRET Composites Co.,Ltd, China XD Plastics Co., Ltd, GuangDong Silver Age Sci & Tech Co., Ltd., etc.).

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