



# **China Tire Vulcanizer Industry Report, 2014-2017**

**Jun. 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

Vulcanizer is mainly used for the vulcanization processing of various rubber products, rubber belt, slab rubber, etc., considered as the advanced hot-pressing equipment for compression moulding of thermosetting plastics.

In 2013, China's tire vulcanizer ownership reached 19,301 units, increasing by 8.23% YoY, 1.07 percentage points higher over the same period of 2012, of which, mechanical vulcanizer saw a year-on-year increase of 3.89% to 14,804 units; hydraulic tire vulcanizer climbed 25.46% YoY to 4,497 units, with popularizing rate up to 23.3% among tire vulcanizers.

There are an ever-growing number of manufacturers entering the market given the optimistic prospect for hydraulic tire vulcanizer. Vulcanizer manufacturers were mainly divided into two categories in 2013: mechanical vulcanizer manufacturers that transfer the emphasis

of research and development to hydraulic vulcanizer, such as Guilin Rubber Machinery, Yiyang Rubber & Plastics Machinery Group, etc.; the others refer to manufacturers that directly start from hydraulic vulcanizer and enter the tire vulcanizer market, represented by Greatoo Inc., MESNAC and Beijing BAMTRI Dairui Technology Development Co., Ltd..

Among them, Greatoo Inc. saw hydraulic tire vulcanizer capacity of 320 units, sales volume of 303 units (up 32.31% YoY), revenue of RMB400.91 million (up 31.62% YoY), average unit price of RMB1.3231 million and gross margin of 34.90% in 2013. In 2014, it has received orders involving more than 400 vulcanizers, already scheduled to the first half of 2015. Greatoo Inc. embarked on the research and development of hydraulic vulcanizer from 2005, expanded hydraulic vulcanizer projects in 2007 and 2011; it is expected that its hydraulic vulcanizer capacity will reach 620 units in 2015.

The rapidly-growing radial tire will drive the demand for hydraulic tire vulcanizer in the future. According to the MIIT's (Ministry of Industry and Information Technology of the People's Republic of China) Tire Industry Policy, in 2015 China's radialization rate will attain 100% in passenger car tires, 85% in light truck tires and 90% in heavy-duty truck tires. Hydraulic tire vulcanizer is expected to replace mechanical tire vulcanizer gradually, with its market demand to maintain over 25% growth in 2014-2017.

China Tire Vulcanizer Industry Report, 2014-2017 is summarized as follows:

- ✘ Overview of tire vulcanizer in China, including definition and classification of vulcanizer, comparison between hydraulic vulcanizer and mechanical vulcanizer, related policies, etc.;
- ✘ China's tire vulcanizer market, involving the overall market situation and market demand of tire vulcanizer, inventory and demand of hydraulic tire vulcanizer, capacity, technology and latest products of major tire vulcanizer enterprises, etc.;
- ✘ Operation of China's downstream tire vulcanizer industry, covering investment in tire industry, total output and regional output of tires and radial tires, revenue and total profit of tire industry, expanded and new capacities of tire enterprises, etc.;
- ✘ Operation of global and China's major tire manufacturers, containing company profile, business performance, revenue structure, gross margin, vulcanizer capacity and expansion, and so on.

## Vulcanizer Breakdown Products of Major Tire Vulcanizer Manufacturers in China

	Ordinary Tire Vulcanizer			OTR Vulcanizer	Plate Vulcanizer Set	Vulcanizing Boiler	Capsule Vulcanizer	Drum Vulcanizer
	Mechanical	Hydraulic	Hybrid					
Guilin Rubber Machinery	✓	✓	✓	✓				
Fujian Sino-Rubber Machinery	✓	✓			✓	✓	✓	
SINO-ARP Tires Equipment Technology	✓	✓	✓			✓	✓	
Yiyang Rubber & Plastics Machinery Group	✓	✓		✓	✓			✓
Greatoo Inc.		✓						
Guangzhou SCUT Bestry Technology	✓	✓						
Qingdao Doublestar Rubber & Plastic Machinery	✓	✓		✓	✓			
Shanghai Jingyuan Machinery		✓						
Shandong Dawang Jintai Group		✓						
MESNAC		✓						
Beijing BAMTRI Dairui Technology Development		✓						
Larsen & Toubro (Qingdao) Rubber Machinery	✓	✓			✓			
Shandong Linglong Mechanical & Electric	✓	✓						
Jiangyin Linsheng Machinery	✓	✓						
Zhanjiang Machinery Manufacturing	✓	✓				✓		
Qingdao Shenghualong Rubber Machinery	✓	✓			✓			
Shandong Himile Mechanical Science & Technology				✓				

Source: ResearchInChina

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  - 1.1.1 Definition
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