Global and China MLCC Electronic Ceramics Industry Report, 2013-2015

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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

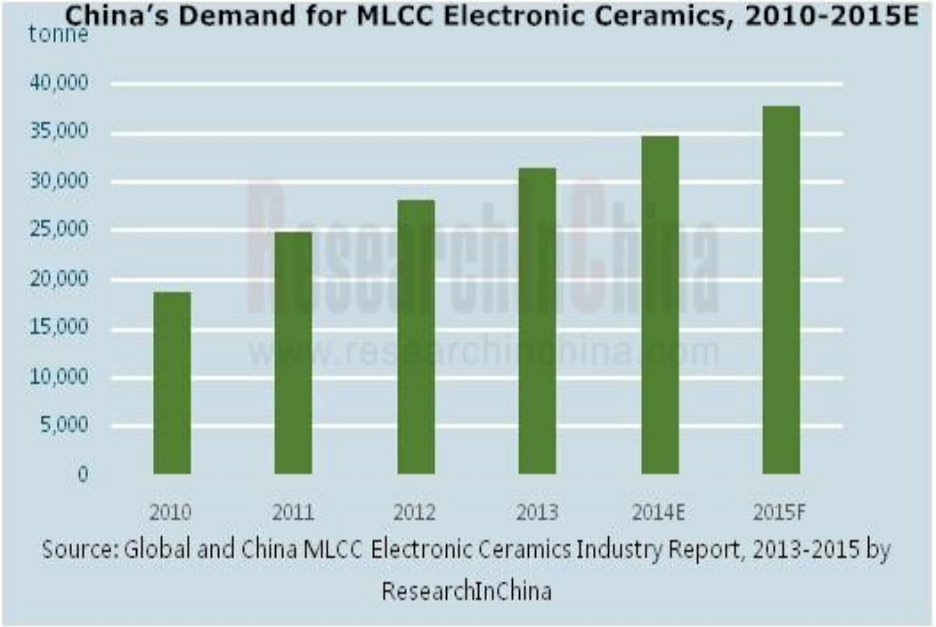
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

As the world's most important manufacturing base of consumer electronics, China sees booming demand for MLCC and other passive elements, which spurs demand for MLCC electronic ceramic materials. Since 2011, China has been the world's largest MLCC producer, but also the largest demander of MLCC electronic ceramics. In 2013, China needed 31,500 tons of MLCC electronic ceramics, representing a year-on-year increase of 12.1%.

Meanwhile, the global MLCC electronic ceramics capacity is mostly dominated by Japanese enterprises because of high technical barriers to the industry, while in China, only a handful of companies are capable of producing MLCC materials in large scale. As of 2013, China's MLCC electronic ceramics capacity had been around 8,700 tons, lagging behind the demand. As new MLCC electronic ceramics projects go into production for the next two years, the supply shortage will be eased.

Judging from the competition pattern, Shandong Sinocera Functional Material Co., Ltd, Guangdong Fenghua Advanced Technology (Holding) Co., Ltd. and Xiantao Zhongxing Electronic Materials Co., Ltd. are a minority of companies that can implement mass production of MLCC electronic ceramics in China. As a MLCC manufacturer, Fenghua Advanced Technology utilizes the vast majority of its self-produced MLCC materials for its own need, even needing outsourcing. With the successive commissioning of Zhongxing Electronic's 10,000 t/a project and Sinocera's 1,500 t/a project, the two companies will hold the first two positions relying on their respective capacity of 13,000 t/a and 5,000 t/a in 2015.



Global and China MLCC Electronic Ceramics Industry Report, 2013-2015 mainly focuses on the followings:

- Overview of China MLCC electronic ceramics industry, including development process, policies and regulations, market size, production and marketing, competition pattern, trends;
- Downstream MLCC market, embracing MLCC supply and demand, market segments, downstream demand, import and export;
- Profile, financial conditions, output, sales volume, main customers, flagship products, R&D, production base, technical characteristics, etc. of 13 key players at home and abroad, such as Sakai Chemical, Ferro, NCI, Fuji Titanium, KCM, SFC, Toda Kogyo, Sinocera, Fenghua Advanced Technology and Zhongxing Electronic.

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