



**China Child Safety Seat Market  
Report, 2014**

**Oct. 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

According to China Child Safety Seat Market Report, 2014 issued, the demand for child safety seats in China will post a CAGR of 68% during 2014-2017 and is expected to hit 8 million sets in 2017, as it is projected.

Compared with developed countries, the Chinese child safety seat market is still in its infancy, small in scale and immature in industrial development. Even so, China's consumption of child safety seats witnessed a surge in 2013, flying as high as 100% over 2012.

At present, Shanghai, Shandong and Shenzhen have taken the lead in releasing local laws and regulations in which it is specified that children under 4 years are forced to use safety seats. Meanwhile, China Automotive Technology & Research Center, together with Zhejiang Longsheng Auto Parts Co Ltd and other enterprises are calling upon the government sector should introduce national laws and regulations. In the future, with the increasing consumer awareness of in-car safety for children and regulatory constraints, China's child safety seat market is expected to grow significantly.

Many domestic brands and a large number of brands from Europe, USA, Japan and S. Korea are distributed in China's child safety seat market, showing relatively low concentration and keen competition. Home-made brands prevail by low price while the imported ones are superior in quality.

The sales statistics of child safety seat from Taobao show that homemade LUTULE and Ganen with the price advantage are the two best-selling brands, followed by imported KIDDY, CONCORD and Britax, respectively, whose child safety seats are all priced above RMB2,000.

In China, most cars have been equipped with standard child seat interfaces, in which ISO FIX enjoys the most popularity, while LATCH interface is adopted by Chevrolet, Hyundai and some other automakers.

China Child Safety Seat Market Report, 2014 contains 8 chapters and 55 charts, highlighting the followings:

- Environment of child safety seat industry;
- Child safety seat-associated industries (including market status and development trend of finished vehicle, passenger vehicle and infants & children industries);
- Child safety seat market in China (covering estimation of market size, purchase channels, price distribution, etc.);
- Child safety seat products (containing product quality, sales volume, etc.);
- Operation of 8 child safety seat manufactures at home and 11 counterparts abroad (involving profile, financial indicators, revenue structure, product structure, etc.).

### 1. Overview of China Child Safety Seat Industry

- 1.1 Definition and Classification
- 1.2 Test Standard
- 1.3 Development Environment
  - 1.3.1 Number of Children Keeps Increasing
  - 1.3.2 Children Becomes Core Subject in Consumption Upgrading
  - 1.3.3 Two-child Fertility Policy Implementing
- 1.4 Relevant Laws & Regulations Abroad
  - 1.4.1 USA
  - 1.4.2 UK
  - 1.4.3 Germany
  - 1.4.4 Japan
- 1.5 Relevant Laws & Regulations in China

### 2. Child Safety Seat Associated Industries

- 2.1 Automobile Market
- 2.2 Passenger Vehicle and Market Segments
- 2.3 Commercial Vehicle and Market Segments
- 2.4 Children Industry Consumption

### 3. Child Safety Seat Market

- 3.1 Children's Car Taking in China
- 3.2 Utilization of Child Safety Seat in China
- 3.3 Market Size
- 3.4 Purchase Channel
- 3.5 Price Distribution

- 3.6 Installation Method
- 3.7 Vibration-absorptive Materials

### 4. Child Safety Seat Products

- 4.1 Product Quality
- 4.2 Sale Volume

### 5. Key Companies Abroad

- 5.1 Takata Corporation
  - 5.1.1 Profile
  - 5.1.2 Operation
  - 5.1.3 R&D and Investment
  - 5.1.4 Production Base
  - 5.1.5 Takata (Shanghai) Automotive Component Co., Ltd.
- 5.2 Tokai Rika Co., Ltd.
  - 5.2.1 Profile
  - 5.2.2 Operation
- 5.3 Combi
- 5.4 KIDDY
  - 5.4.1 Profile
  - 5.4.2 Main Product
  - 5.4.2 Business in China
- 5.5 Recaro
  - 5.5.1 Profile
  - 5.5.2 Local Institutions
- 5.6 Diono
- 5.7 Graco

- 5.8 Cybex
- 5.9 Britax
- 5.10 CONCORD
- 5.11 Inglesina

### 6. Key Companies in China

- 6.1 Goodbaby International Holdings Limited
  - 6.1.1 Profile
  - 6.1.2 Operation
  - 6.1.3 Operating Revenue Structure
  - 6.1.4 Production Base
- 6.2 Zhejiang Longsheng Auto Parts Co., Ltd.
  - 6.2.1 Profile
  - 6.2.2 Operation
- 6.3 LUTULE
- 6.4 Jiangsu Best Baby Car Seat Mfg. Co., Ltd
- 6.5 MAX-INF (NINGBO)BABY PRODUCT CO.,LTD.
- 6.6 Ningbo Welldon Manufacturing Co., Ltd.
- 6.7 TAIZHOU GANEN CAR APPLIANCE CO.,LTD.
- 6.8 Ningbo Belovedbaby Child Product Co., Ltd.

### 7. Summary and Forecast

- 7.1 Exponential Growth in Market Size
- 7.2 Future Trend: Rear-facing Safety Seat

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- Revenue and YoY Growth of China's Automobile Manufacturing Industry, 2003-2014
- Total Profit and YoY Growth of China's Automobile Manufacturing Industry, 2003-2014
- Gross Margin of China's Automobile Manufacturing Industry, 2003-2014
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- China's Automobile Ownership and YoY Growth, 2007-2017E
- China's Passenger Vehicle Output, YoY Growth and % of Total Automobile Output, 2005-2017E
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- Ranking List of ADAC's Test on Safety Seat (Infants I: about 0-4 years, 0-18kg (0/I)), 2014
- Ranking List of ADAC's Test on Safety Seat (Infants II: about 1-4 years, 9-18kg (I)), 2014
- Ranking List of ADAC's Test on Safety Seat (Kids: 1-12 years, 9-36kg (I/II/III)), 2014
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- R&D Costs of Takata Corporation, FY2012-FY2014
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- Sales of Tokai Rika Co., Ltd. by Region, FY2012-FY2014
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- Main Child Safety Seat Products of Combi
- Distribution of Sales Network of KIDDY in China
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- Major Child Safety Seat Products of Britax
- Major Financial Indicators of Goodbaby, 2009-2014
- Revenue Breakdown of Goodbaby by Product, 2012-2013
- Revenue Breakdown of Goodbaby by Region, 2012-2014
- Revenue Structure of Goodbaby by Product/Region, 2009-2014
- Major Financial Indicators of Zhejiang Longsheng Auto Parts, 2013-2014
- Sales Network of LUTULE
- Major Products of MAX-INF (NINGBO)BABY PRODUCT
- Sales Volume of Child Safety Seat in China, 2012-2017E

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