



# **China Automobile Seals Supporting Report, 2014-2017**

**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 Automobile Seals Supporting Report, 2014-2017 ,it is expected that, stimulated by the expanded auto-making capacity, automobile weatherstrip will experience sustained growth in production over the next few years, and the demand for automobile weatherstrip will hit 1.381 billion meters by 2017.

Tightness is an important indicator to measure complete automobile quality, and seals are one of the most widely used parts in automobile. The excellent durability and longer service life of automobile weatherstrip makes a relatively small after-sales maintenance market, and the demand is mainly concentrated in complete automobile supporting field. In 2013, China's demand for automobile seals was 995 million meters, up 14.8% from a year earlier.

Regarding the competitive landscape of the market, automobile weatherstrip is analogous to overall auto parts pattern in China. Local Chinese automobile weatherstrip companies support mainly homegrown brands and low-emission models, while most joint-venture brands and high-end auto models prefer weatherstrips from large multinational auto parts companies.

In 2013, China's domestic seals companies held about 44% market share, with the remaining 56% or so occupied by joint ventures or foreign companies. As of 2013, 20-30 wholly foreign owned enterprises, Chinese-foreign joint ventures and local Chinese companies took up over 90% of automobile weatherstrip market in China.

In 2013, major automobile seals suppliers in China included Huayu-Cooper Standard Sealing Systems Co., Ltd, Beijing Wanyuan-Henniges Sealing Systems Co., Ltd., Kinugawa Rubber and Plastic Guangzhou Co., Ltd., Shanghai Nishikawa Sealing System Co., Ltd., Tianjin Star Light Rubber and Plastic Co., Ltd., and Hwaseung Automotive Parts (Taicang) Co., Ltd.; major local companies were AVIC Guizhou Guihang Automotive Components Co., Ltd., Jianxin Zhao's Group Corp. and Chongqing Jiaxuan Automobile Sealings Co., Ltd.

China Automobile Seals Supporting Report, 2014-2017 contains 5 chapters and 70 charts, covering overview of China's overall automobile industry, automobile weatherstrip market overview, industrial policies, competitive landscape, development trend, and at length introducing profile, output and sales volume, main products and supporting relations of 6 large multinational parts companies, including Cooper-Standard Holdings INC., Henniges Automotive, Kinugawa Rubber Industrial Co., Ltd., Nishikawa Rubber Co., Ltd., Toyoda Gosei, Hwaseung Corporation, and 12 major domestic companies, like Zhejiang Xiantong Rubber & Plastic Co., Ltd., Guizhou Guihang Automotive Components Co., Ltd. and Jiangyin Haida Rubber and Plastic Co., Ltd.

## Seals Business of Foreign Companies in China, 2013

Company	Seals business in China
Cooper-Standard Holdings INC.	Huayu-Cooper Standard Sealing Systems Co., Ltd
	Cooper Saiyang Wuhu Automotive Parts Co., Ltd.
Henniges Automotive	Beijing Wanyuan-Henniges Sealing Systems Co., Ltd.
Kinugawa Rubber Industrial Co., Ltd.	Kinugawa Rubber and Plastic Guangzhou Co., Ltd.
	Fuzhou Fukwang Rubber & Plastic Co., Ltd.
	Kinugawa Rubber and Plastic Wuhu Co., Ltd.
Nishikawa Rubber Co., Ltd.	Shanghai Nishikawa Sealing System Co., Ltd.
	Guangzhou Nishikawa Sealing Systems Co., Ltd.
Toyoda Gosei	Toyoda Gosei (Foshan) Rubber Parts Co., Ltd.
	Tianjin Star Light Rubber and Plastic Co., Ltd.
Hwaseung Corporation	Hwaseung Automotive Parts (Taicang) Co., Ltd.

Source: SMI

### 1. Overview of Automobile Seals

#### 1.1 Definition

##### 1.1.1 Definition

##### 1.1.2 Classification

#### 1.2 Industrial Policy

##### 1.2.1 Competent Authority and Regulatory System

##### 1.2.2 Industrial Policy

### 2. Automobile Weatherstrip Market

#### 2.1 Market Size

#### 2.2 Competitive Landscape

#### 2.3 Main Supported Models

#### 2.4 Development Trend

##### 2.4.1 Expanded automobile market capacity promotes growth of weatherstrip

##### 2.4.2 Local automobile sealing strip companies gradually enter procurement system of joint-venture brands

##### 2.4.3 Sealing strip develops towards environmental friendliness and lightweight

### 3. Operation of China Automobile Industry

#### 3.1 Automobile Market

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#### 3.3 Commercial Vehicle and Market Segments

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##### 4.1.4 Production Base

##### 4.1.5 Main Supported Models

##### 4.1.6 Business in China

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