



# **Global and China Tyre Pressure Monitoring System (TPMS) Industry 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

Following the United States that enforced TPMS installation laws and regulations on September 1, 2007, the EU and South Korea have also introduced similar legislations to accelerate the development of TPMS market. In 2013, the global demand for TPMS reached 29.39 million sets, with the assembly rate of up to 33.67%. With the growing prevalence of TPMS products in the EU and other regions, the global TPMS demand will hit 54.77 million sets in 2017, with the average annual growth rate of 16.83% and the assembly rate of over 50%.

China's recommended technical standards for TPMS came into effect on July 1, 2011 formally, but mandatory installation regulations have not been enforced. In recent years, the practical demonstration in western countries, the propaganda of manufacturers concerned and the intensified awareness of some consumers stimulated more attention to TPMS and higher market demand. The demand for OEM TPMS jumped 32.8% year on year to 2.47 million sets in 2013, with the assembly rate of 11.18% which was 1.53 percentage points higher than the figure in 2012.

Distribution of Key Tyre Pressure Monitoring System (TPMS) Companies in China



Source: Global and China Tyre Pressure Monitoring System (TPMS) Industry Report, 2014–2017; ResearchInChina

In China, local enterprises such as Kysonix, Baolong, Topsytm, Top Sun, Hangsheng, Steelmate, Autotech and Sate Auto play leading roles. Kysonix introduces technology from LIONAX INC. and TYRESONIC INC. in the United States, with the annual capacity of 100,000 sets. Baolong can produce 60,000 TPMS transmitters and 40,000 sets of TPMS system annually, primarily serving Tesla Motors and Dongfeng Nissan.

The report highlights the following:

- Global TPMS market size and forecast, as well as market share and supplying of major companies;
- The development and market size of the TPMS industry in the United States, Japan, South Korea and the European Union;
- Status quo of technology and approved industrial standards in China TPMS industry;
- Chinese TPMS market size and assembly;
- Forecast for China TPMS industry, including market size and products;
- Development of TPMS manufacturers at home and abroad, embracing product lines, capacity, technology sources, supply, operation, etc.;
- Development of three international TPMS chip suppliers, covering operation, major solutions and so forth.

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