China Battery Industry Report, 2014-2017

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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.

Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080
Phone: +86 10 82600828 ● Fax: +86 10 82601570 ● www.researchinchina.com ● report@researchinchina.com

Abstract

The most used chemical batteries in China are lead-acid battery, lithium battery, nickel-metal hydride battery and nickel-cadmium battery, of which lead-acid battery and lithium ion battery have stable downsteam demand and huge market size, while the last two have limited space for market enlargement due to their performance, environmental issues, prices, etc.

China's lead-acid battery output was up to 205 million KVAh in 2013, up 15.4% from a year earlier. In 2013, "Opinions on Promoting the Regular Development of Lead-acid Battery and Secondary Lead Industries", which was jointly issued by five ministries (Ministry of Industry and Information, Ministry of Environmental Protection, Ministry of Commerce, National Development and Reform Commission and Ministry of Finance), labeled the lead-acid battery and secondary lead industries as the major ones with backward production capacities to be eliminated, and stated that the outdated capacities that had not passed environmental scrutiny and do not comply with access conditions must be eliminated by the end of 2015. Therefore, China lead-acid battery industry will enter final stage of consolidation in the future.

In 2013, China's lithium battery shipment reached 4.768 billion units, rising by 18.6% year on year. Thanks to its high specific energy and being free from heavy metals like lead and cadmium, lithium battery is considered as "green product", and, because of this, it is vigorously promoted by various countries and widely used in electric vehicles and energy storage equipment. However, in the long run, the technological advances and falling cost will be crucial to widespread application of the lithium battery.

In 2013, China shipped 810 million pieces of nickel-metal hydride batteries, down 5.3% from the year before. Most nickel-metal hydride batteries produced in China are small ones, which will undergo a decline in shipments affected by substitution of the lithium battery.

China Battery Industry Report, 2014-2017 contains 6 chapters and 90 charts, covering chiefly overview of China battery industry, top 30 companies, market segments (industrial policies, market size, competitive landscape and downstream demand of lead-acid battery, lithium battery and nickel-metal hydride battery industries), and at length introducing revenue, business by product, production base, marketing network, R&D expenses and development strategy of 12 battery companies (like Chaowei Power, Tianneng Group, Camel Group, Amperex Technology and Leoch International).

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