



China Automotive Shock Absorber Industry Report, 2014-2015

Mar. 2015

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

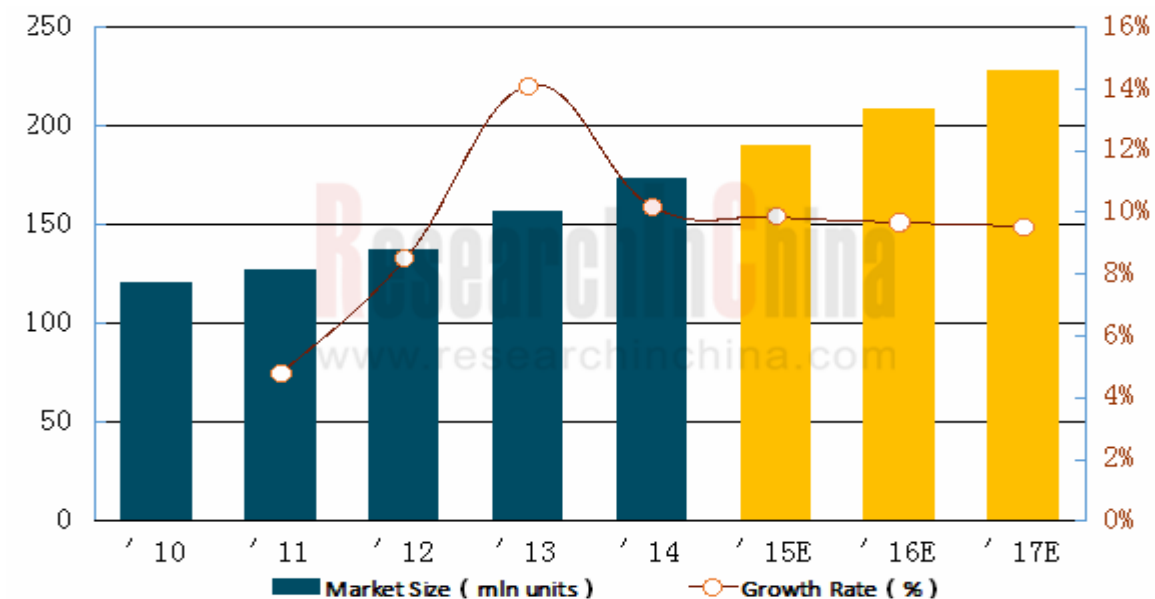
The rapid growth of China's automobile production helped propelled the fast-growing expansion in market size of spare parts including shock absorber. In 2014, the demand for automotive shock absorbers in China reached 173 million units, up 10.2% from a year earlier.

China's domestic shock absorber demand comes mainly from two sources: OEM market and after-sales maintenance market. And the demand for supporting shock absorbers varies according to auto production. In 2014, China's auto production rose 7.3% year on year to 23.7229 million units. Accordingly, the number of supporting shock absorbers changed, with 2014's demand for the supporting shock absorbers reaching 95.96 million units. The aftermarket is closely related to the vehicle ownership. In late 2014, the vehicle ownership in China amounted to 154 million units, up 12.4% from a year earlier. If it is calculated that two pairs of shock absorbers are replaced every eight years, the after-market demand in 2014 would reach 77 million units. Hence, the domestic demand approximated 173 million units in 2014.

Automotive shock absorber industry enjoys high marketization, with sufficient competition but low concentration. Automotive shock absorber manufacturers in China can fall into three types: The first are the sole proprietorship or joint ventures in China of the world-renowned auto/parts enterprises, mainly including Tenneco, ZF, KYB, Hitachi, Showa, and Mando, etc. They primarily provide the supporting offerings to the well-known foreign branded automakers, and supply OEM spare parts to the aftermarket. The second are some joint ventures and bigger domestic enterprises. They offer supporting products or services to domestic automakers and export these offerings to the developed countries like Europe and the United States. Their products are positioned as mid and high-end ones. Some enterprises with comparative advantages supply products via OEM/ODM to the world's famous shock absorber manufacturers, mainly including Nanyang Xijian, ADD Industry (Zhejiang) Corporation, Jiuding, etc. The third are the small and medium-sized privately owned enterprises that conduct scattered small-scale production. Their products, mainly targeted at aftermarket, are exported to emerging countries or regions, etc.

China Automotive Shock Absorber Industry Report, 2014-2015 mainly covers the following:

- Overview of China's automotive shock absorber industry, including definition and classification, policies and regulations, technology trends, etc.;
- China's automotive shock absorber market, including OEM and aftermarket demand, competitive landscape, import and export, etc.;
- Profile, financial condition, output and sales volume, major customers, key products, R&D, production base distribution, technical characteristics, etc. of 10 foreign vacuum pump manufacturers—including Tenneco, ZF, KYB, Hitachi, Showa, and Mando, and 17 Chinese vacuum pump manufacturers, such as Kenflo, Shandong Huacheng Group, Sanlian Pump, Hanbell Precise Machinery, SKY Technology Development Co., Tongfang Hi-Tech, Bozhong Vacuum Equipment, Nantong Weishi Vacuum, Boshan Vacuum, as well as Feiyue Group.



Source : China Automotive Absorber Industry Report, 2014-2015 2015/03 ResearchInChina

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 - 1.1.1 Definition
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