



China 2D Barcode Scanner Industry Report, 2015-2019

Jul. 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

A 2-dimensional bar code is a black and white geometric graphics distributing on a plane (two dimensions) according to certain rules, as a key to information data. 2-dimensional bar code scanners can read 2-dimensional bar codes and capture content and information herein by scanning 2-dimensional bar codes.

Since 2011, the Internet companies (Tencent, Alibaba) have promoted the 2-dimensional bar code business. The accelerating 2-dimensional bar code industry has boosted the 2-dimensional bar code scanner market to develop quickly. Especially in the second half of 2014, the market demand for 2-dimensional bar code scanners increased significantly thanks to the aggressive promotion of Internet companies.

At present, 2-dimensional bar code scanner enterprises in China are mainly divided into three camps, namely Chinese Mainland enterprises (including Newland, INSPIRY, SUNLUX IOT, MINDEO, etc.), Taiwanese companies (including Argox, CipherLab, Unitech, etc.) and foreign firms (Honeywell, Symbol Technologies, Datalogic, Danso, etc.).

As a leader in the domestic 2-dimensional bar code scanner industry, Newland not only owns independent 2-dimensional bar code decoding chip technology, but also gets involved in 2-dimensional bar code software, such as tax security and 2-dimensional bar code O2O marketing services. It enjoys nearly 50% market share in the Chinese market, serving China Mobile, Suning, BBK, Alipay and other major clients.

In future, 2-dimensional bar codes and scanners will speed up penetration into all aspects, such as the government, production, distribution, supervision and marketing of enterprises, with the maturity of 2-dimensional bar code technology. In 2015-2019, China's sales volume of 2-dimensional bar code scanners will grow at an average annual growth rate of around 38%, reaching 1.692 million in 2019; the revenue growth rate will be about 33%, and the revenue will hit RMB870 million in 2019.

This report includes the following aspects:

- Industry overview (including definition, classification, development course, policies, regulations, standards, etc.);
- Market supply, demand and prices (capacity, output, sales volume, revenue, factors affecting supply and demand, market prices, competition patterns, etc.);
- Regional markets (including status quo and market size of 2-dimensional bar code scanners in North, Northeast, East, South, Central, Southwest and Northwest China);
- Upstream and downstream industries (including market size and prices of LED, CMOS sensors, PCB, plastic and other upstream products; the downstream wholesale and retail, industrial manufacturing, logistics management, e-ticketing and medical applications);
- Analysis on eight global 2-dimensional bar code scanner manufacturers and eight Chinese ones (including profile, operation, revenue structure, business in China, 2-dimensional bar code scanner business, etc.)..

1 Overview

1.1 Definition and Classification

1.1.1 Definition

1.1.2 Classification

1.2 Policies, Important Planning and Standards

1.2.1 "Twelfth Five-Year Plan"

1.2.2 Policies and Regulations

1.2.3 Industry Standards

2 Market Supply, Demand and Price

2.1 Supply

2.1.1 Capacity and Output

2.1.2 Supply of Major Manufacturers

2.1.3 Factors Affecting Supply

2.1.4 Output Forecast

2.2 Demand

2.2.1 Sales Volume and Revenue

2.2.2 Market Capacity

2.2.3 Factors Affecting Demand

2.3 Supply and Demand

2.3.1 Market Price

2.3.2 Future Price Trend

2.4 Market Competition

2.4.1 Major Brands

2.4.2 Foreign Brands

3 Regional Markets

3.1 North China

3.1.1 Status Quo

3.1.2 Market Size

3.2 Northeast China

3.2.1 Status Quo

3.2.2 Market Size

3.3 East China

3.3.1 Status Quo

3.3.2 Market Size

3.4 South China

3.4.1 Status Quo

3.4.2 Market Size

3.5 Central China

3.5.1 Status Quo

3.5.2 Market Size

3.6 Southwest China

3.6.1 Status Quo

3.6.2 Market Size

3.7 Northwest China

3.7.1 Status Quo

3.7.2 Market Size

4 Upstream and Downstream Industries

4.1 Upstream Industries

4.1.1 Main Raw Materials

4.1.2 Semiconductor Light-emitting Diode

4.1.3 CMOS Sensor

4.1.4 Printed Circuit Board (PCB)

4.1.5 Plastic

4.1.6 Future Price and Supply

4.2 Downstream Industries

4.2.1 Wholesale and Retail

4.2.2 Industrial Production and Logistics Management

4.2.3 E-ticketing

4.2.4 Medical

5 Major 2-dimensional Bar Code Scanner Manufacturers Worldwide

5.1 Honeywell

5.1.1 Profile

5.1.2 Operation

5.1.3 Revenue Structure

5.1.4 Business in China

5.2 Motorola Solutions

5.2.1 Profile

5.2.2 Operation

5.2.3 Revenue Structure

5.2.4 Business in China

5.3 Datalogic

5.3.1 Profile

5.3.2 Operation

5.3.3 Revenue Structure

5.3.4 R & D Expenditure

5.3.5 Business in China

5.4 DENSO

5.4.1 Profile

5.4.2 Business in China

5.5 OTRON

5.5.1 Profile

5.5.2 Business in China

5.6 Cipherlab

5.6.1 Profile

5.6.2 Operation

5.6.3 Revenue Structure

5.6.4 Business in China

5.7 Unitech

5.7.1 Profile

5.7.2 Operation

5.7.3 Revenue Structure

5.7.4 Business in China

5.8 Argox

5.8.1 Profile

5.8.2 Business in China

6 Major 2-dimensional Bar Code Scanner Manufacturers in China

6.1 Newland

6.1.1 Profile

6.1.2 Operation

6.1.3 Revenue Structure

6.1.4 Gross Margin

6.1.5 R & D Expenditure

6.1.6 2-dimensional Bar Code Scanner Business

6.1.7 Strategic Planning

6.2 Invengo

6.2.1 Profile

6.2.2 Operation

6.2.3 Revenue Structure

6.2.4 Gross Margin

6.2.5 Automatic Identification Business

6.3 SUNLUX IOT

6.3.1 Profile

6.3.2 Operation

6.3.3 Revenue Structure

6.3.4 Gross Margin

6.3.5 Development Strategy

6.4 Beijing INSPIRY

6.5 Shenzhen Hao Dexin

6.6 Shenzhen MINDEO

6.7 Guangzhou Kecheng Computer Science & Technology

6.8 Shanghai Ju Sheng IOT

- Classification of 2-dimensional Bar Codes
- Classification of 2-dimensional Bar Code Scanners
- Comparison between 2-dimensional Bar Codes and One-dimensional Codes
- Applications of 2-dimensional Bar Codes and Scanners
- Timeline of 2-dimensional Bar Code Services in Asia
- Capacity Utilization of 2-dimensional Bar Code Scanner Industry, 2010-2014
- Total Output of China 2-dimensional Bar Code Scanner Industry, 2010-2014
- Total Output of China 2-dimensional Bar Code Scanner Industry, 2015-2019E
- Total Sales Volume of China 2-dimensional Bar Code Scanner Industry, 2010-2014
- Total Revenue of China 2-dimensional Bar Code Scanner Industry, 2010-2014
- Sales Volume and Revenue of 2-dimensional Bar Code Scanners in China, 2015-2019E
- Supply and Demand Balance of 2-dimensional Bar Code Scanners in China, 2013-2015
- Average Ex-factory Price of China 2-dimensional Bar Code Scanner Industry, 2010-2014
- Terminal Sales Price of 2-dimensional Bar Code Scanners in China
- Average Price of 2-dimensional Bar Code Scanners in China, 2015-2019E
- Major 2-dimensional Bar Code Scanner Brands in China
- Major 2-dimensional Bar Code Scanner Companies in China
- Main M & A Cases of Global 2-dimensional Bar Code Scanner Industry, 2005-2015
- 2-dimensional Bar Code Scanner Market Size in North China, 2013-2019E
- 2-dimensional Bar Code Scanner Market Size in Northeast China, 2013-2019E
- 2-dimensional Bar Code Scanner Market Size in East China, 2013-2019E
- 2-dimensional Bar Code Scanner Market Size in South China, 2013-2019E
- 2-dimensional Bar Code Scanner Market Size in Central China, 2015-2019E
- 2-dimensional Bar Code Scanner Market Size in Southwest China, 2013-2019E
- 2-dimensional Bar Code Scanner Market Size in Northwest China, 2015-2019E

- Output and Sales Volume of Semiconductor Light-emitting Diode in China, 2008-2014
- Price Index of Semiconductor Diode in China, 2013-2015
- Global CMOS Sensor Market Size, 2010-2016E
- Market Share of COMS Sensor Companies Worldwide (by Shipment), 2013-2014
- Market Share of COMS Sensor Companies Worldwide (by Revenue), 2013-2014
- China's PCB Output Value and Its Share in Global Market, 2009-2018E
- China's Plastic Price Index, 2013-2015
- Output of primary plastic in China, 2013-2015
- 2-dimensional Bar Code Payment Promotion of Major Companies, 2015
- Applications of 2-dimensional Bar Codes in Industrial Production and Logistics
- Honeywell's Revenue and YoY Growth, 2009-2014
- Honeywell's Net Income and YoY Growth, 2009-2014
- Honeywell's Revenue Structure (by Business), 2012-2014
- Honeywell's Revenue Structure (by Region), 2009-2014
- Revenue and YoY Growth of Motorola Solutions, 2009-2014
- Net Income and YoY Growth of Motorola Solutions, 2009-2014
- Revenue Structure of Motorola Solutions (by Business), 2011-2014
- Revenue Structure of Motorola Solutions (by Region), 2009-2014
- Datalogic's Development History
- Datalogic's R & D Centers and Production Bases
- Number of Datalogic's Employees (by Category), by the end of 2014
- Datalogic's Revenue and YoY Growth, 2009-2014
- Datalogic's Net Income and YoY Growth, 2009-2014
- Datalogic's Revenue Structure (by Business), 2013-2014
- Datalogic's Revenue Structure (by Region), 2013-2014

- Datalogic's Revenue Structure (by Application), 2014
- Datalogic's R & D Expenditure, 2009-2014
- Datalogic's Product Innovation, 2011-2014
- Cipherlab's Revenue and YoY Growth, 2009-2014
- Cipherlab's Net Income and YoY Growth, 2009-2014
- Cipherlab's Revenue Structure (by Product), 2012-2014
- Cipherlab's Revenue Structure (by Region), 2012-2014
- Cipherlab's Sales Volume of Main Products, 2013-2014
- Unitech's Revenue and YoY Growth, 2009-2014
- Unitech's Net Income and YoY Growth, 2009-2014
- Unitech's Revenue Structure (by Product), 2013-2014
- Unitech's Revenue Structure (by Region), 2013-2014
- Unitech's Sales Volume of Main Products, 2013-2014
- Argox's Major subsidiaries in Mainland China
- Number of Newland's Employees, 2008-2014
- Newland's Employee Structure (by Category), 2014
- Newland's Revenue and YoY Growth, 2009-2014
- Newland's Net Income and YoY Growth, 2009-2014
- Newland's Revenue Structure (by Business), 2009-2014
- Newland's Revenue Structure (by Region), 2009-2014
- Newland's Gross Margin (by Business), 2009-2014
- Newland's Gross Margin (by Region), 2010-2014
- Newland's R & D Expenditure, YoY Growth and % of Revenue, 2010-2014
- Number of Invengo's Employees, 2008-2014
- Invengo's Employee Structure (by Category), 2014

- Invengo's Employee Structure (by Educational Background), 2014
- Invengo's Revenue and YoY Growth, 2009-2014
- Invengo's Net Income and YoY Growth, 2009-2014
- Invengo's Revenue Structure (by Business), 2010-2014
- Invengo's Revenue Structure (by Region), 2010-2014
- Invengo's Gross Margin (by Business), 2009-2014
- Invengo's Gross Margin (by Region), 2009-2014
- Invengo's Product Output and Sales Volume, 2013-2014
- SUNLUX's IOT Revenue and YoY Growth, 2011-2014
- SUNLUX's IOT Net Income and YoY Growth, 2011-2014
- SUNLUX's IOT Revenue Structure (by Product), 2011-2014
- SUNLUX's IOT Revenue Structure (by Region), 2011-2014
- SUNLUX's IOT Gross Margin (by Product), 2011-2014
- SUNLUX's IOT Gross Margin (by Region), 2011-2014
- INSPIRY's Major Co-partners

You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82601561

Party A:			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

Party B:			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Liao Yan	Phone:	86-10-82600828
E-mail:	report@researchinchina.com	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	Format	Cost
<i>Total</i>		

Choose type of format

- PDF (Single user license)2,000 USD
- Hard copy 2,150 USD
- PDF (Enterprisewide license)..... 3,000 USD

※ Reports will be dispatched immediately once full payment has been received.

Payment may be made by wire transfer or credit card via PayPal.

About ResearchInChina

ResearchInChina (www.researchinchina.com) is a leading independent provider of China business intelligence. Our research is designed to meet the diverse planning and information needs of businesses, institutions, and professional investors worldwide. Our services are used in a variety of ways, including strategic planning, product and sales forecasting, risk and sensitivity management, and as investment research.

Our Major Activities

- *Multi-users market reports*
- *Database-RICDB*
- *Custom Research*
- *Company Search*

RICDB (<http://www.researchinchina.com/data/database.html>), is a visible financial data base presented by map and graph covering global and China macroeconomic data, industry data, and company data. It has included nearly 500,000 indices (based on time series), and is continuing to update and increase. The most significant feature of this base is that the vast majority of indices (about 400,000) can be displayed in map.

After purchase of our report, you will be automatically granted to enjoy 2 weeks trial service of RICDB for free.

After trial, you can decide to become our formal member or not. We will try our best to meet your demand. For more information, please find at www.researchinchina.com

For any problems, please contact our service team at: