



**Global and China Rubber Machinery  
Industry Report, 2017-2021**

Oct. 2017

## **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.

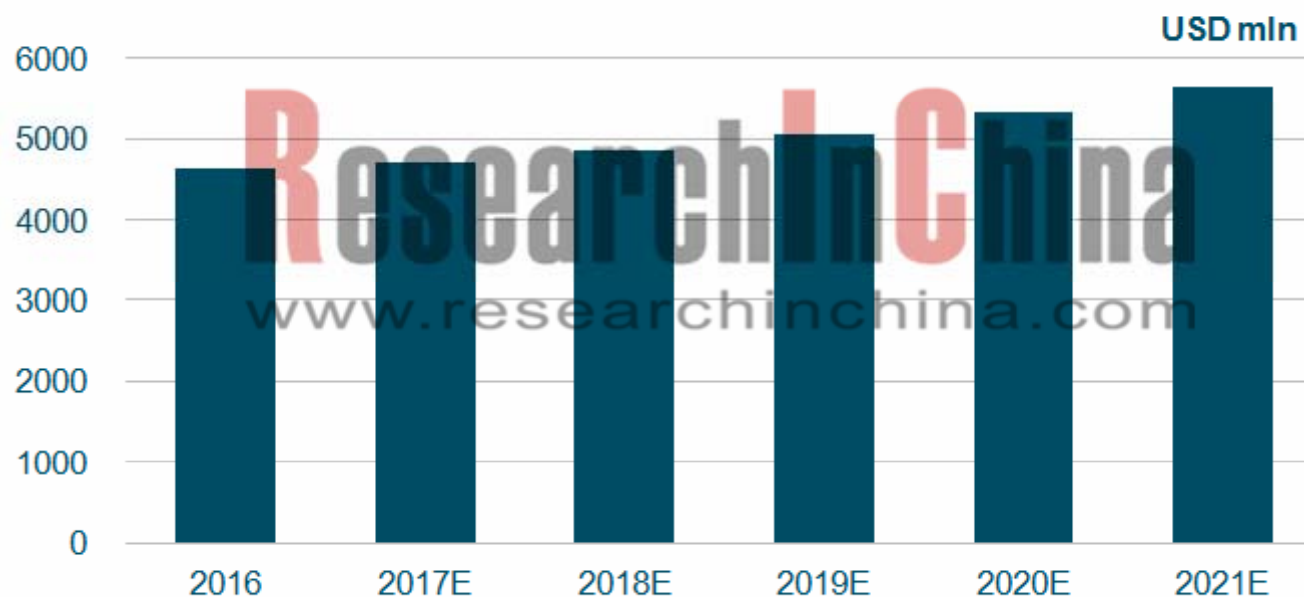
## **INFORMATION SOURCES**

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

The development of the rubber machinery industry is closely related to the development of the tire industry. The weak tire industry in the past two years has dragged down the development of the global rubber machinery industry whose sales reduced 4.2% year on year to USD4.6274 billion in 2016. As the tire industry resumes growth, the global rubber machinery revenue is expected to maintain the growth rate of about 5% between 2017 and 2021 and will hit USD5.634 billion in 2021.

### Global Rubber Machinery Sales, 2016-2021



Source: Global and China Rubber Machinery Industry Report, 2017-2021

China has garnered the highest rubber machinery revenue in the world for thirteen consecutive years, with the annual sales of RMB9.6 billion and accounting for 36.2% of the global total in 2016. Under the considerably improved environment for rubber, tires and the like, the global rubber machinery industry has ameliorated since the second half of 2016; plus, China's victory in final results of the anti-dumping and countervailing duty investigation initiated by the United States against Chinese truck and bus tires at the beginning of 2017 has facilitated the development of the tire market and led to tire makers' greater willingness to make more investments for capacity expansion. The rubber machinery industry will resume growth in 2017, and achieve RMB14.1 billion in 2021.

By enterprises, the concentration of the global rubber machinery industry decreased slightly in 2016. The global top ten rubber machinery enterprises (Germany H-F Group, Holland VMI, China MESNAC, Japan Mitsubishi Heavy Industries, Japan KOBELCO, Germany TROESTER, China Safe-Run, Germany LWB, Germany Desma and China Dalian Rubber & Plastics Machinery) contributed 44.0% of the global rubber machinery revenue together, down 5.5 percentage points over 2015. Wherein, H-F Group continued to dominate the market, followed by VMI whose revenue was very on par with that in 2015; China MESNAC dropped to the third position as its revenue fell nearly 28.2%.

In the future, driven by "Industry 4.0", intelligent manufacturing and other policies, technological innovation, equipment automation and intellectualization will be the main development trend of rubber machinery; besides, the enterprises boasting state-of-the-art technologies will gradually seize the market. In recent years, major manufacturers have begun to focus on the layout of intelligent and automated rubber machinery, for instance, China MESNAC has been committed to intelligent manufacturing and research in equipment automation, intellectualization and automatic integration solutions, as well as it has provided support for intelligent tires through analyzing RFID tire labels and big data; the "SRS-H intelligent single-stage semi-steel radial tire molding machine" (UAV) developed by China Safe-Run independently in 2016 has achieved the automatic and intelligent molding and production of semi-steel radial tires.

The report focuses on the following:

- ◆ Size, regional structure, competitive landscape, business ranking and development trends of the global rubber machinery market;
- ◆ Status quo, market size, competitive landscape, export scale and development trends of China's rubber machinery industry;
- ◆ Development and demand of vulcanizers, mixers and other rubber machinery market segments;
- ◆ Status quo, market size, business ranking and development trends of global and Chinese tire industry;
- ◆ Operation and development strategies of 24 major global and Chinese rubber machinery enterprises.

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