

2011 CHINA WALL SWITCH AND SOCKET MARKET REPORT

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PREFACE

Thanks to over a year of comprehensive and exhaustive research, interviews and analysis, GIM Research is proud to present the “2011 China Wall Switch and Socket Market Report”. This report is filled with vital market statistics such as market size, distribution channels and competitive analysis for 2010, and well-supported forecasts and projections for 2011 and beyond.

Based upon dozens of in-depth face-to-face and telephone interviews with industry insiders from every major supplier and every region, the “2011 China Wall Switch and Socket Market Report” has been meticulously compiled by a professional team of consultants and researchers who are keenly in tune with the market due to their many years of experience in the wall switch and socket industry.

‘Knowing is half the battle’ and equipped with the valuable analysis and accurate figures of this report, you can take out much of the guesswork and uncertainty that any activity in an unknown or unfamiliar market is sure to involve. Whether your company seeks to break into the lucrative Chinese market, increase revenues or regional coverage, introduce new product lines or simply have a clearer perspective of the industry, the “2011 China Wall Switch and Socket Market Report” is a powerful asset that can help your company gain the upper hand in China’s competitive marketplace.

If you want to learn more about this report or our company, please email us at info@girmresearch.com or visit our website at www.gimresearch.com.

COMPANY INTRODUCTION

Green Industry Market Research Company Ltd. (GIM Research) is a market research agency that specializes in conducting independent and exclusive studies focusing on the building efficiency and new energy sectors, and offers a comprehensive range of market research services to clients across the globe.

Established by a dedicated group of market consultants, GIM Research offers over many years of combined experience in the building efficiency and new energy sectors, and their personal network of researchers, consultants and insiders reinforces the strength and accuracy of all of our syndicated reports. The team at GIM research strives to give our clients the most precise and clearest evaluation of the market, and has the willingness and the know-how to guide them towards achieving success in the market.

REPORT ABSTRACT

This report provides a comprehensive overview, analysis and forecast of the wall socket and switches industry for the Chinese market. The study scope includes electrical control devices related to sockets and switches and other related products which are used to outfit residential and commercial buildings, but excludes networking and intelligent lighting products.

While the economically advanced countries of the world struggle with financial turmoil and distressing economic statistics, China continues to show strong signs of growth and development and is poised to continue this trend throughout the foreseeable future. Investment in the real estate sector has been especially robust, and as more and more buildings reach for the skies, so does the demand for sockets and switches.

In terms of developmental stages, the wall switch and socket industry in China can be described as a semi-mature market, where major players, both local and international, have already invested substantial amounts of money into every link of the value chain and have even established product niches and clearly distinguishable brand identities. Despite this, none of the suppliers in the market can claim dominance of the industry, smaller and medium sized companies are still a strong competitive force in particular areas and new players are continuing to enter the market due to low barriers of entry and promising market projections.

It can be easily guessed that the entry of new companies has been driven largely upon strong industry growth figures in the recent past and present, and favourable market conditions in the future. Chinese real estate developers, although diverted in direction and focus in recent years due to certain government policies, are expected to continue their rapid pace of construction, and this will certainly be a windfall for the socket and switch industry, as it has been in the past. Furthermore, new government initiatives introduced in 2010 and being implemented in 2011 will have an enormous effect upon certain sectors of the real estate industry, and certain suppliers within the industry are already beginning to strategically position themselves to take the most advantage out of these circumstances.

Finally, based upon our extensive research, we have been able to clearly segment the wall switch and socket supplier market, based upon the type of consumer that they focus their marketing activities on, where they derive the majority of their revenue from, the types and prices of products they offer and their perceived brand images. Certain segments and companies are set to grow substantially thanks to evolving market conditions, while others will suffer as consumer behaviour and buying habits change.

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