

# CHINA LIGHTENING AND ROOM CONTROL SYSTEM MARKET REPORT 2011



## PREFACE

For the past year, GIM Research has been researching, interviewing and analyzing all aspects of the intelligent lighting and room control industry, and is now pleased to present the “China Intelligent Lighting and Room Control Report” for 2011. Contained within the report are stockpiles of valuable data such as market size, current products, distribution channels, and competitive analysis for 2010, as well as sage advice for 2011 and beyond.

Based upon numerous in-depth interviews with the movers and shakers of the industry as well as end-users, this report is the product of countless hours of research and analysis by an expert team of consultants and researchers who have been monitoring the intelligent lighting and room control market for many years.

They say that ‘knowledge is power’, and armed with this report, your management team will have a powerful tool at their disposal. From planning a bold market entry into the Middle Kingdom to executing a daring campaign to increase revenues, the 2011 “China Intelligent Lighting and Room Control Report” will empower your company with the vision and critical information necessary for success.

If you want to learn more about this report or our company, please email us at [info@gimresearch.com](mailto:info@gimresearch.com) or visit our website at [www.gimresearch.com](http://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.

***China Intelligent Lighting  
and Room Control Market  
Report 2011***

## CONTENTS

<b>1</b>	<b>Market and study scope definitions.....</b>	<b>1</b>
1.1	Market definition.....	1
1.2	Study scope .....	1
<b>2</b>	<b>Executive Summary .....</b>	<b>3</b>
<b>3</b>	<b>Market background .....</b>	<b>6</b>
3.1	Economic environment and construction market status .....	6
3.2	market status quo.....	10
<b>4</b>	<b>Intelligent lighting definition .....</b>	<b>12</b>
<b>5</b>	<b>Intelligent lighting and room control market trend .....</b>	<b>15</b>
<b>6</b>	<b>Chinese intelligent lighting and room control market segmentation .....</b>	<b>18</b>
6.1	Market segmentation by Standard .....	18
6.2	Market segmentation by building type .....	20
6.3	Market segmentation by region.....	24
6.4	Market segmentation by modules .....	27
<b>7</b>	<b>Market structure .....</b>	<b>29</b>
<b>8</b>	<b>Distribution channels .....</b>	<b>33</b>
<b>9</b>	<b>Key suppliers.....</b>	<b>37</b>
9.1	ABB .....	37
9.2	Lutron .....	39
9.3	Schneider electric.....	41
9.4	Dynalite .....	43
9.5	SIEMENS .....	45
9.6	MRTLC.....	47

**LIST OF TABLES**

Table 5-1 Market size, US\$ mil., 2007-2010 .....	16
Table 5-2 Market size, RMB mil., 2007-2010 .....	16
Table 5-3 Market size forecast, US\$ mil., 2007-2013 .....	17
Table 5-4 Market size forecast, RMB mil., 2007-2013 .....	17
Table 6-1 Market segmentation by building type and protocol, US\$ million, 2010 .....	22
Table 6-2 Market segmentation by building type and protocol, RMB million, 2010 .....	22
Table 6-3 Market size by region, US\$ mil., 2009 and 2010.....	24
Table 6-4 Market size by region, RMB mil., 2009 and 2010.....	25
Table 7-1 Market size and market share, US\$ mil., 2007-2010 .....	30
Table 7-2 Market size and market share, RMB mil., 2007-2010 .....	30

**LIST OF FIGURES**

Figure 1-1: GIM Research's intelligent lighting and room control market scope .....	2
Figure 2-1: Map of China .....	3
Figure 3-1: China's urban new construction 2000 – 2012 .....	8
Figure 3-2: China economic housing growth 1997 – 2009 .....	9
Figure 5-1: China intelligent lighting and room control market development 2007 – 2010 (US\$ million) .....	16
Figure 5-2: China Intelligent Lighting Market forecast 2010 – 2013 (US\$ million) .....	17
Figure 6-1: Market Size by standard (US\$ million) .....	18
Figure 6-2: Share by standard in 2010, % .....	19
Figure 6-3: Market by building type (US\$, million) and standard in 2010.....	23
Figure 6-4: Share of key standard product sales by building type, (%) .....	23
Figure 6-5: Market share by region, in %, 2010 .....	25
Figure 6-6: Market share by region, in %, 2009 .....	26
Figure 6-7: Market by module (%) .....	28
Figure 7-1: Market share rank and market positioning .....	29
Figure 7-2: Market share in %, 2010 .....	31
Figure 7-3: Supplier's sales growth in 2010, % .....	32
Figure 8-1: Market channel structure.....	34
Figure 8-2: Market share by channel, in % .....	35

Figure 9-1: ABB's sales revenue, US\$ million, 2007 - 2010.....	38
Figure 9-2: ABB's sales by building type, %, 2010.....	38
Figure 9-3: Lutron's sales revenue, US\$ million, 2007 - 2010.....	39
Figure 9-4: Lutron's sales by building type, %, 2010.....	40
Figure 9-5: Schneider's sales revenue, US\$ million, 2007 - 2010 .....	42
Figure 9-6: Schneider's sales by building type, %, 2010.....	42
Figure 9-7: Dynalite's sales revenue, US\$ million, 2007 - 2010.....	44
Figure 9-8: Dynatite's sales by building type, %, 2010.....	44
Figure 9-9: Siemens' sales revenue, US\$ million, 2007 - 2010 .....	46
Figure 9-10: Siemens's sales by building type, %, 2010.....	46
Figure 9-11: MRTLC's sales revenue, US\$ million, 2007 - 2010 .....	48
Figure 9-12: MRTLC's sales by building type, %, 2010.....	48

## LIST OF APPENDICES

Appendix: A	<b>Abbreviations.....</b>	<b>49</b>
Appendix: B	<b>Background information, economics and construction statistics.....</b>	<b>50</b>