
Description: In 2012, China's output of lighting source products reached 21.14 billion units, of which, there were 4.183 billion fluorescent lamps and 4.528 billion incandescent bulbs. In the next few years, China's economy will continue to maintain steady and relatively rapid development, and the national related policies also actively promote the development of lighting source market; therefore, the output of China's lighting source industry is expected to develop steadily with the average annual growth rate of between 7% and 9%; the output will reach 30 billion units by 2017.

China's lighting industry is highly decentralized. In accordance with the information of China Association of Lighting Industry, there are more than 10,000 domestic branded companies in China's lighting industry, and the total sales of top 3 domestic branded companies only account for about 2.5% of China's total lighting products sales.

China's high-end lighting market is occupied by Philips, GE, OSRAM, Siemens, Panasonic and other international brands. These brands mainly focus on high-end communities, villas, hotels, government facilities, and other project users, as well as a small amount of high-end individual consumers.

The middle-end lighting market is occupied by NVC, TCL, Foshan Lighting, Yankon Lighting, Opple, PAK, Yaming, Huayi and some other domestic first-tire brands; these brands mainly target on urban commercial housing construction, infrastructure construction, industrial users, and individual consumers.

The enormous domestic low-end brands occupy the low-end market; these brands mainly target on rural and urban individual users and construction collective users.

As the China continues to open up the market, the enormous domestic lighting enterprises will improve product quality rapidly and establish a perfect sales network under the competition pressure from international brands; domestic enterprises will gradually provide full solutions instead of only selling products, and the extensive competition will gradually transformed into brand competition.

It is estimated that the domestic first-tier manufacturers will continue to improve their R&D level and design ability in the future; and they will create high level brand images through high-end products and competitive solutions, so as to compete for medium and high-end markets with international first-tire manufacturers directly.

Contents:

1. Overview of Lighting Source
   1.1 Production Definition
   1.2 Product Classification
   1.3 Development History

2. Overview of Global Lighting Source Industry
   2.1 Situation of Global Lighting Source Industry
      2.1.1 Europe
      2.1.2 America
      2.1.3 Asia, Japan, South Korea and Taiwan
      2.1.4 Germany
   2.2 Development Trend

3. Environment of China's Lighting Source Industry
   3.1 Economic Development Environment
   3.2 Industry Related Policies

4. Status Quo of China's Lighting Source Industry
   4.1 Regional Concentration Ratio
      4.1.1 Industrial Cluster and Concentration Ratio
      4.1.2 Regional Industry Supporting
4.2 Market Competitive Pattern
4.3 Competitive Pattern of Industrial Important Market Segments
4.3.1 Home Lighting
4.3.2 Energy Saving Lamp
4.4 Main Characteristics of Industry Development
4.5 Existing Problems
4.5.1 Backward Brand Building
4.5.2 Ambiguous Product Positioning
4.5.3 Immature Distribution Channels
4.5.4 Inadequate Talent Reserves

5. Supply and Demand in China's Lighting Source Industry
5.1 Analysis and Forecast of Supply
5.2 Factors Affecting Supply
5.3 Analysis and Forecast of Demand
5.4 Factors Affecting Demand
5.5 Analysis and Forecast of Price
5.5.1 Current Price
5.5.2 Factors Affecting the Price

6. Import and Export of China's Lighting Source Industry
6.1 Import
6.2 Export
6.3 Trading Countries
6.3.1 Sources of Import
6.3.2 Destinations of Export

7.1 Industry Scale
7.1.1 Enterprise Scale
7.1.2 Employee Scale
7.1.3 Asset Scale
7.2 Industry Production and Sales
7.2.1 Output Value
7.2.2 Sales Revenue
7.3 Financial Capability
7.2.1 Profitability
7.2.2 Debt Paying Ability
7.2.3 Investment Income

8. Main Enterprises in China's Lighting Source Industry
8.1 Zhejiang Yankon Group Co., Ltd.
8.1.1 Company Profile
8.1.2 Business Performance
8.1.3 Corporate Strength
8.2 Foshan Electrical and Lighting Co., Ltd. (Foshan Lighting)
8.2.1 Company Profile
8.2.2 Business Performance
8.2.3 Corporate Strength
8.3 OSRAM (China)
8.3.1 Company Profile
8.3.2 Business Performance
8.3.3 Corporate Strength
8.4 Hangzhou Yuzhong Gaohong Lighting Electrical Equipment Co., Ltd.
8.4.1 Company Profile
8.4.2 Business Performance
8.4.3 Corporate Strength
8.5 Lisheng Electronic & Lighting (Xiamen) Co., Ltd.
8.5.1 Company Profile
8.5.2 Business Performance
8.5.3 Corporate Strength

9. Development Trend and Risk of Lighting Source Industry
9.1 Development Trend
9.1.1 Upgrade of Lighting Products
9.1.2 Product Competition Turns to Brand Competition
9.1.3 Increased Industrial Integration and Concentration Ratio
9.2 Industrial Risks
9.2.1 Risk of Supply of Main Raw Materials, Parts and Electronic Components
9.2.2 Products Sales Risk
9.2.3 Sale Price Fluctuation Risk
9.2.4 Risk of Technology and Process
9.2.5 Foreign Exchange Risk
9.2.6 Other Existing Limiting Factors
9.2.7 Policy Risk
9.3 Risk Counter Measures
9.3.1 Counter Measure to the Risk of Supply of Main Raw Materials, Parts and Electronic Components
9.3.2 Counter Measure to Products Sales Risk
9.3.3 Counter Measure to Sale Price Fluctuation Risk
9.3.4 Counter Measure to Risk of Technology and Process
9.3.5 Counter Measure to Foreign Exchange Risk
9.3.6 Counter Measure to Other Existing Limiting Factors
9.3.7 Counter Measure to Policy Risk

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2629433/">http://www.researchandmarkets.com/reports/2629433/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC6K96K</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 1500</td>
</tr>
<tr>
<td>Hard Copy:</td>
<td>USD 1700 + USD 57 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 2300</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World