
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.

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