

Trolley

Industry Analysis Report

2012.08



Made-in-China.com



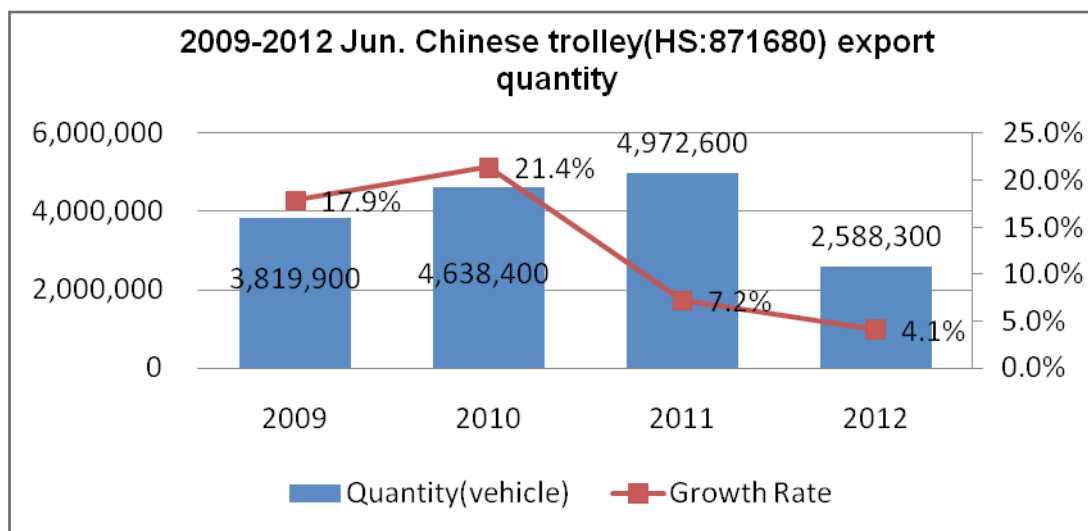
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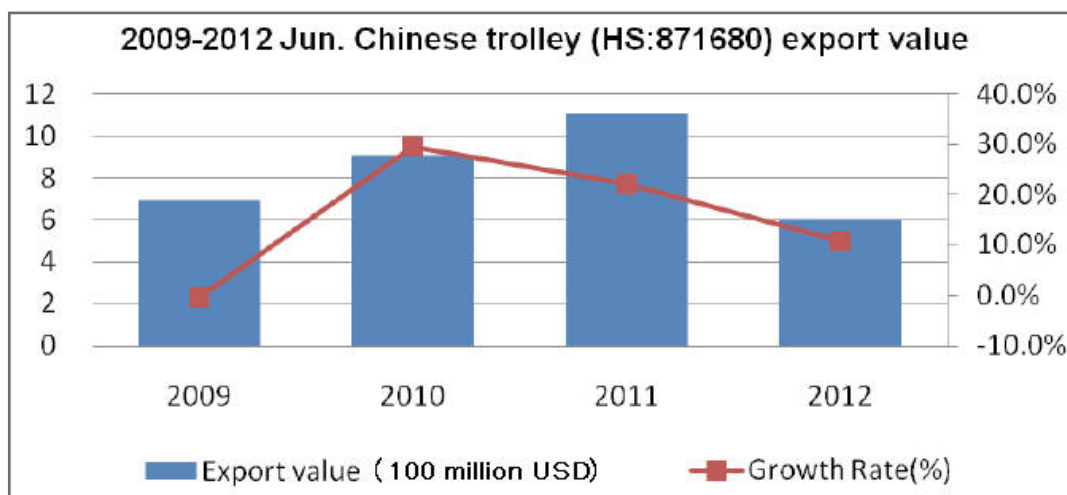
1. 2009- Jun. 2012 Chinese Trolley (HS: 871680) Export Trend Analysis

1.1. 2009- Jun. 2012 Chinese Trolley Export Quantity



Since 2009, the export quantity of Chinese trolley increased year by year, however, from the chart, we can see that the growth rate of export quantity slowed down. In the first half of 2012, the export of Chinese trolley amounted 25.883 million, up 4.1% over the previous year.

1.2. 2009- Jun. 2012 Chinese Trolley Export Value



The export value and export quantity of Chinese trolley keep a consistent trend, but from 2010 to the first half of 2012, the growth rate of export value is higher than the export quantity. In the first half of 2012, the export value reached 600 million dollars, a rise of 10.9% year on year.

1.3. 2009- Jun. 2012 Chinese Trolley Export Monthly Quantity



From the chart of Chinese trolleys' export monthly quantity from 2009 to Jun. 2012, we can see a trough in February, also, there are some fluctuations in other months. Look at the monthly trend from 2010-2011; the export quantity in the first half of the year is higher than the second half.

1.4. 2009- Jun. 2012 Chinese Trolley Monthly Average Export Unit Price



Chinese trolley average export unit price increased year by year, The growth rate in 2010 and 2011 each reached 6.6% and 13.9%, in the first half of 2012, the growth rate was 11.7%, compared to the same period.

1.5. Import Value of Main Chinese Trolley Importers, 2009-2011

No.	Import Countries/Regions	Import Value(US Dollar Thousand)			Amount in 2011 compared with 2009
		2009	2010	2011	
1	USA	21,462.00	27,845.00	30,512.30	42.20%
2	Japan	6,518.40	8,441.40	10,728.50	64.60%
3	Britain	4,290.50	6,932.70	9,196.20	114.30%
4	Australia	4,722.80	4,957.50	6,195.60	31.20%
5	Netherlands	2,835.50	4,454.70	5,332.40	88.10%
6	Germany	3,809.50	4,666.50	4,631.90	21.60%
7	Canada	2,389.20	2,479.30	3,733.20	56.30%
8	The Russian Federation	1,018.10	2,077.60	3,442.50	238.10%
9	France	2,158.60	2,032.40	2,530.30	17.20%
10	Sweden	1,220.90	1,402.80	1,867.40	53.00%
11	Malaysia	1,204.60	1,387.80	1,688.20	40.10%
12	Belgium	1,172.40	1,130.10	1,544.60	31.70%
13	Spain	862.9	1,429.10	1,410.20	63.40%
14	United Arab Emirates	1,024.40	1,243.20	1,249.50	22.00%
15	South Africa	525.7	844.6	1,145.90	118.00%
16	Saudi Arabia	580.1	875	1,123.60	93.70%
17	Italy	1,049.70	1,115.30	1,116.40	6.40%
18	The Republic of Korea	404.7	859.6	901.3	122.70%
19	Thailand	202.9	545.2	835.5	311.70%
20	Chile	529.9	726.2	828.5	56.30%

USA, Japan, the United Kingdom, Australia and the Netherlands are the top five export markets in China, accounted for 27.8%、9.8%、8.4%、5.6%、4.9% of the total export value respectively. From the export growth situation, the largest growth rate of export was in Thailand among the 20 export markets (up 311.7% over the previous year in 2011), followed by the Russian Federation (2011 compared with 2009, an increase of 238.1%), in addition, the growth rate which increased more than 1 times countries include the United Kingdom, South Africa and South Korea. Compared with 2009, the three importers with the highest growth rate of Chinese trolley were USA (an increase of \$ 90.503 million), United Kingdom (an increase of \$ 49.057 million) and Japan (\$ 42.1 million increase).

1.6. The Market Share of Main Chinese Trolley Importers, 2009-2011

No.	Import Countries/Regions	Import value Share		
		2009	2010	2011
1	USA	30.90%	31.00%	27.80%
2	Japan	9.40%	9.40%	9.80%
3	Britain ↑	6.20%	7.70%	8.40%
4	Australia	6.80%	5.50%	5.60%
5	Netherlands	4.10%	5.00%	4.90%
6	Germany ↓	5.50%	5.20%	4.20%
7	Canada	3.40%	2.80%	3.40%
8	The Russian Federation ↑	1.50%	2.30%	3.10%
9	France	3.10%	2.30%	2.30%
10	Sweden	1.80%	1.60%	1.70%
11	Malaysia	1.70%	1.50%	1.50%
12	Belgium	1.70%	1.30%	1.40%
13	Spain	1.20%	1.60%	1.30%
14	United Arab Emirates ↓	1.50%	1.40%	1.10%
15	South Africa ↑	0.80%	0.90%	1.00%
16	Saudi Arabia	0.80%	1.00%	1.00%
17	Italy ↓	1.50%	1.20%	1.00%
18	The Republic of Korea	0.60%	1.00%	0.80%
19	Thailand ↑	0.30%	0.60%	0.80%
20	Chile	0.80%	0.80%	0.80%

Note: “↑” indicates that the index grow continuously from 2009 to 2011,” ↓” indicates that the index decline continuously from 2009 to 2011

Among the 20 countries, the export market share of the total export market share keeping rising countries are the United Kingdom (compared with 2009, up 2.2 percentage in 2011), Russian Federation (an increase of 1.6 percent year on year), South Africa (a rise of 0.2 percent over the previous year), Thailand (an increase of 0.5 percentage compared with 2009 in 2011)

The countries keeping dropping were Germany (compared with 2009 decreased by 1.3 percentage points in 2011), the United Arab Emirates (in 2011 fell by 0.4 percentage points compared with 2009), Italy (in 2011 decreased by 0.5 percentage points compared with 2009), In addition, USA, Australia and France dropped significantly, each dropped 3.1, 1.2 and 0.5 percentage points compared with 2011.

2. 2012 Chinese Trolley (HS: 871680) Export Situation

2.1. Jan. – Jun. 2012 Chinese Trolley's Export Quantity & Value

Month	Quantity(Unit)	Value(USD 100 Million)	Year on Year	
			Quantity	Value
Jan.	4,947,800	1.04	3.70%	10.30%
Feb.	2,604,400	0.59	6.10%	5.50%
Mar.	4,866,500	1.13	11.60%	4.60%
Apr.	4,609,500	1.13	-0.40%	15.30%
May.	4,655,700	1.11	4.50%	14.40%
Jun.	4,198,800	1	0.20%	14.00%
Total	25,882,700	6	4.10%	10.90%

The first half of 2012, except in April, the other months of export quantity increased year-on-year. The first half of 2012, the export quantity of Chinese trolley reached 25.88 million, a rise of 4.1% year on year, export value reached 600 million dollars, up 10.9% over the previous year.

2.2. Jan. – Jun. 2012 Major Importers of Chinese Trolley

No.	Countries/Regions	From Jan. to Jun.		Year on Year (± %)	
		Quantity(vehicle)	Value(thousand USD)	Quantity	Value
1	USA	7,613,519	175,447.14	7.10%	9.30%
2	Japan	2,277,870	57,318.62	3.70%	16.70%
3	Britain	961,208	29,488.69	-18.20%	-22.20%
4	Germany	1,226,496	27,918.42	3.60%	19.40%
5	Australia	801,029	23,713.29	-9.10%	-9.50%
6	Netherlands	788,223	22,447.69	-32.30%	-28.20%
7	The Russian Federation	1,077,549	20,327.26	-19.10%	-4.80%
8	Canada	632,382	19,081.30	-10.60%	-18.60%
9	France	760,389	14,030.41	-3.20%	13.50%
10	Sweden	452,758	12,474.35	42.50%	38.40%
11	Malaysia	616,527	10,231.95	16.40%	21.40%
12	United Arab Emirates	345,740	9,290.05	9.80%	58.00%
13	Belgium	360,523	7,660.82	-18.80%	-19.30%
14	South Africa	332,362	7,620.73	26.10%	45.90%
15	Saudi Arabia	276,748	7,334.06	8.20%	28.60%
16	Singapore	145,675	6,663.97	1.20%	120.10%
17	Spain	315,827	6,488.41	-2.70%	31.60%
18	Poland	171,414	6,080.47	58.60%	239.00%
19	Denmark	291,998	5,949.27	-5.70%	14.20%
20	Italy	367,400	5,846.82	-12.60%	-1.10%

USA was the largest export market for China, the first half of 2012, China's export quantity to USA was 7.61 million, an increase of 7.1% year on year, while the exports value reached 175 million dollars, a growth of 9.3% over the previous year. It is worth noting that United Kingdom is the third largest export market for China, the first half of 2012, Chinese trolley's export quantity to United Kingdom reached 961200 significantly reduced by 18.2% year-on-year, while the export value was about 29.49 million dollars, declined 22.2% compared with the same time of previous year.

From the chart of the export growth situation can be seen, among the 20 export markets, the largest growth rate was in Poland (export quantity increased by 58.6%, export value grew by 239.0%), followed by Sweden (export quantity increased by 42.5%, export value grew by 38.4%), the largest decline was in Netherlands (export quantity fell by 32.3%, export value by 28.2%).

2.3. Jan. – Jun. 2012 Major Export Source of Chinese Trolley

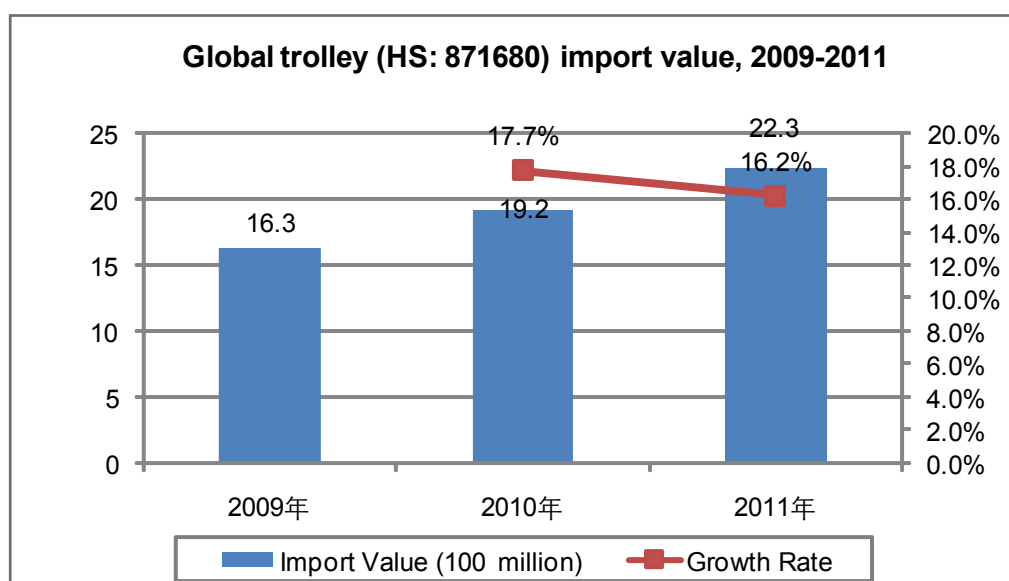
NO.	Cities/Provinces	from Jan. to Jun.		Year on Year		Proportion of the Total Export Value
		Quantity(vehicle)	Value(USD thousand)	Quantity	Value	
1	Shandong	9,470,334	183,174.92	1.70%	1.90%	30.50%
2	Zhejiang	7,694,545	133,743.53	8.10%	6.40%	22.30%
3	Guangdong	4,868,526	126,406.01	3.80%	21.50%	21.10%
4	Jiangsu	1,856,666	76,875.33	5.60%	11.50%	12.80%
5	Shanghai	1,130,601	37,952.19	-13.60%	9.30%	6.30%
6	Fujian	402,888	11,013.02	110.10%	23.60%	1.80%
7	Chongqing	72,850	9,292.99	7.30%	261.00%	1.50%
8	Liaoning	78,106	5,539.76	-24.10%	-15.20%	0.90%
9	Jiangxi	27,029	3,524.10	21.10%	775.90%	0.60%
10	Hubei	120,403	2,870.93	-8.50%	7.70%	0.50%
11	Tianjin	58,201	2,146.52	36.80%	18.00%	0.40%
12	Sichuan	17,428	1,867.17	251.30%	84.50%	0.30%
13	Gansu	7,473	1,174.18	31037.50%	61764.20%	0.20%
14	Xinjiang	9,860	1,030.68	-29.80%	220.40%	0.20%
15	Hebei	18,472	867.87	-17.70%	-1.70%	0.10%
16	Beijing	5,889	824.12	-30.80%	-4.20%	0.10%
17	Anhui	14,085	487.36	-20.70%	106.30%	0.10%
18	Henan	4,220	189.57	343.70%	154.40%	0.00%
19	Heilongjiang	2,610	171.21	-60.90%	-33.00%	0.00%
20	Shanxi	7,510	137.04	34.50%	-64.10%	0.00%

The main export cities/provinces of Chinese trolley were Shandong, Zhejiang, Guangdong, Jiangsu and Shanghai, which accounted for 93% of the total export Value, among them, Shandong was the largest export province, accounting for 30.5% of the total export value. In the first half of 2012, the top five cities/provinces whose export quantity increased compared with the previous year, except Shanghai, but the growth rate was limited, the growth rate of Shandong, Zhejiang, Guangdong and Jiangsu was 1.7, 8.1%, 3.8% and 5.6% respectively.

3. 2009-2012 Global Trolley (HS: 871680) Import and Export Trend Analysis

3.1. 2009-2011 Import Value of Global Trolley

Annual total import value of global trolley had maintained sustainable rise from 2009 to 2011. In 2011, it amounted to 2.23 billion US dollars, getting a year-on-year increase of 16.2% and 1.5% decrease of growth compared to that of 2010.



3.2. 2009-2011 Import Value of Major Countries/Regions Demanding for Trolley

No.	Import Country/ Region	Import Value (thousand USD)			Growth Rate of 2011 Compared with 2009
		2009	2010	2011	
1	USA	271,430	331,716	372,479	37.20%
2	Germany	138,800	147,690	174,442	25.70%
3	Japan	103,023	111,407	132,816	28.90%
4	United Kingdom	81,699	92,583	124,846	52.80%
5	France	78,270	87,477	112,246	43.40%
6	Canada	77,479	89,226	110,116	42.10%
7	Russian Federation	40,914	69,570	90,211	120.50%
8	Australia	60,866	62,101	83,519	37.20%
9	Netherlands	53,090	63,863	69,798	31.50%
10	Belgium	40,977	46,870	50,353	22.90%
11	Italy	32,439	43,338	46,845	44.40%
12	Austria	34,141	35,072	42,064	23.20%
13	Sweden	33,643	38,530	41,312	22.80%
14	Israel	24,760	41,637	40,816	64.80%
15	Mexico	27,060	40,339	40,439	49.40%
16	Switzerland	36,175	33,301	40,379	11.60%
17	Norway	22,640	24,634	29,409	29.90%
18	Spain	25,355	30,603	29,034	14.50%

No.	Import Country/ Region	Import Value (thousand USD)			Growth Rate of 2011 Compared with 2009
		2009	2010	2011	
19	Denmark	20,950	23,140	22,933	9.50%
20	China	11,121	15,445	21,935	97.20%

USA, Germany, Japan, United Kingdom and France are world's top five countries holding large demand for trolley, and their import value in 2011 were up 37.2%, 25.7%, 28.9%, 52.8%, and 43.4% respectively compared to 2009. Among the top 20 countries, the Russian Federation caught the largest increase in import value, a 120.5% rise compared to that of 2009.

3.3. 2009-2011 Market Share of Major Countries/Regions Demanding for Trolley

No.	Import Country/Region	Proportion of Import Value		
		2009	2010	2011
1	USA	16.70%	17.30%	16.70%
2	Germany	8.50%	7.70%	7.80%
3	Japan	6.30%	5.80%	6.00%
4	United Kingdom	5.00%	4.80%	5.60%
5	France	4.80%	4.60%	5.00%
6	Canada	4.80%	4.70%	4.90%
7	Russian Federation ↑	2.50%	3.60%	4.00%
8	Australia	3.70%	3.20%	3.70%
9	Netherlands	3.30%	3.30%	3.10%
10	Belgium ↓	2.50%	2.40%	2.30%
11	Italy	2.00%	2.30%	2.10%
12	Austria	2.10%	1.80%	1.90%
13	Sweden ↓	2.10%	2.00%	1.90%
14	Israel	1.50%	2.20%	1.80%
15	Mexico	1.70%	2.10%	1.80%
16	Switzerland	2.20%	1.70%	1.80%
17	Norway	1.40%	1.30%	1.30%
18	Spain	1.60%	1.60%	1.30%
19	Denmark ↓	1.30%	1.20%	1.00%
20	China ↑	0.70%	0.80%	1.00%

Note: “↑” represents the proportion of import value took in global total imports obtained continuous increase from 2009 to 2011, while “↓” represents continuous decrease.

From 2009 to 2011, countries which kept continuous increase in the proportion of import value took in global total imports were the Russian Federation (1.5% up in 2011 compared to that of 2009), China (10.3% up in 2011 compared to that of 2009), while those kept continuous decline were Belgium (0.2% down in 2011 compared to that of 2009), Sweden (0.2% down in 2011 compared to that of 2009), Denmark (0.3% down in 2011 compared to that of 2009).

3.4. 2009-2011 Export Value of World's Major Export Countries/Regions for Global Trolley Imports

No.	Export Country/ Region	Export Value(thousand USD)			Growth Rate of 2011 Compared with 2009
		2009	2010	2011	
1	China	694,809	899,342	1,097,695	58.00%
2	Germany	257,053	266,552	346,091	34.60%
3	USA	120,229	136,348	174,259	44.90%
4	France	71,739	69,261	65,255	-9.00%
5	Poland	43,794	46,313	61,764	41.00%
6	Netherlands	33,084	38,238	54,128	63.60%
7	Canada	41,845	47,367	53,267	27.30%
8	Sweden	39,252	37,550	49,223	25.40%
9	Italy	36,530	41,442	45,565	24.70%
10	Taiwan	33,676	30,324	37,060	10.00%
11	United Kingdom	21,891	24,091	33,946	55.10%
12	Mexico	20,786	30,673	32,530	56.50%
13	Japan	23,313	25,465	27,617	18.50%
14	Finland	23,322	27,883	27,134	16.30%
15	Belgium	18,634	21,753	23,996	28.80%
16	Czech Republic	13,300	18,345	20,497	54.10%
17	Turkey	13,911	16,316	17,673	27.00%
18	South Korea	7,476	13,879	17,338	131.90%
19	Denmark	13,357	13,056	16,655	24.70%
20	Austria	14,179	13,804	14,706	3.70%

The world's top five export supply countries for trolley are China, Germany, USA, France, Poland, whose export amount increased by 58.0%, 34.6%, 44.9%, -9.0% and 41.0% respectively in 2011 compared with 2009.

3.5. 2009-2011 Market Share of World's Major Export Countries/Regions

No.	Export Country/ Region	Proportion of Export Value		
		2009	2010	2011
1	China↑	40.30%	45.20%	45.70%
2	Germany	14.90%	13.40%	14.40%
3	USA	7.00%	6.90%	7.30%
4	France↓	4.20%	3.50%	2.70%
5	Poland	2.50%	2.30%	2.60%
6	Netherlands	1.90%	1.90%	2.30%
7	Canada	2.40%	2.40%	2.20%
8	Sweden	2.30%	1.90%	2.00%
9	Italy	2.10%	2.10%	1.90%
10	Taiwan	2.00%	1.50%	1.50%

No.	Export Country/ Region	Proportion of Export Value		
		2009	2010	2011
11	United Kingdom	1.30%	1.20%	1.40%
12	Mexico	1.20%	1.50%	1.40%
13	Japan	1.40%	1.30%	1.20%
14	Finland	1.40%	1.40%	1.10%
15	Belgium	1.10%	1.10%	1.00%
16	Czech Republic	0.80%	0.90%	0.90%
17	Turkey	0.80%	0.80%	0.70%
18	South Korea	0.40%	0.70%	0.70%
19	Denmark	0.80%	0.70%	0.70%
20	Austria ↓	0.80%	0.70%	0.60%

Note: "↑" indicates that the index grow continuously from 2009 to 2011," ↓" indicates that the index decline continuously from 2009 to 2011

Among the above 20 exporters for trolley, the market share of Chinese trolley export value had continued to rise from 2009 to 2011 (a rise of 5.4% in 2011 compared to that of 2009), while France (down 1.5% in 2011 compared to 2009) and Austria kept declining (a decrease of 0.2% in 2011 compared to 2009) .

4. 2012 Main Importers of Global Trolley (HS: 871680)

4.1. Jan. – May 2012 Major Import Source of American Trolley

No.	Country/Region	Import Value(USD thousand)	Year-on-Year (± %)	Proportion
	Total	169,569	0.80%	100.00%
1	China	113,195	-2.20%	66.80%
2	Canada	23,871	1.20%	14.10%
3	Mexico	10,448	10.30%	6.20%
4	Taiwan	9,355	7.10%	5.50%
5	Viet Nam	2,438	164.70%	1.40%
6	Japan	1,861	-27.10%	1.10%
7	Australia	1,757	29183.30%	1.00%
8	Germany	1,428	6.70%	0.80%
9	Israel	638	454.80%	0.40%
10	Poland	470	103.50%	0.30%

From January to May 2012, USA trolley imports amounted to 170 million US dollars, an increase of 0.8% year-on-year. With a significant competitive advantage, China was the largest supply country for U.S. trolley import, accounting for 66.8% of its total import value of trolley. Canada was in the second place, accounting for 14.1%. It is noteworthy that in the first five months of 2012, the import value of America trolley imported from Australia amounted to 1.757 million dollars, achieving a rise of about 292 times and accounting for 1% of the total imports of USA trolley. In addition, USA trolley imports from Vietnam, Israel and Poland obtained conspicuous growth.

4.2. Jan. -Mar. 2012 Major Import Source of German Trolley

No.	Country/Region	Import Value (thousand USD)	Year-on-Year (± %)	Proportion
	Total	45,163	-23.50%	100.00%
1	China	14,714	-16.80%	32.60%
2	Netherlands	9,522	-25.50%	21.10%
3	Poland	6,748	-25.10%	14.90%
4	France	2,781	-2.60%	6.20%
5	Austria	1,679	-23.90%	3.70%
6	Czech Republic	1,247	40.10%	2.80%
7	Italy	1,026	-15.80%	2.30%
8	Israel	1,017	22.20%	2.30%
9	Slovakia	928	-20.40%	2.10%
10	Switzerland	649	10.20%	1.40%

From January to April in 2012, Germany trolley imports amounted to 45.163 million dollars, representing a significant year-on-year decrease of 23.5%. China was the largest supply country for Germany trolley import, taking 32.6% of its total imports of trolley. The followed were Netherlands and Poland, which accounted for 21.1% and 14.9% respectively.

4.3. Jan. - Jun. 2012 Major Import Source of Japanese Trolley

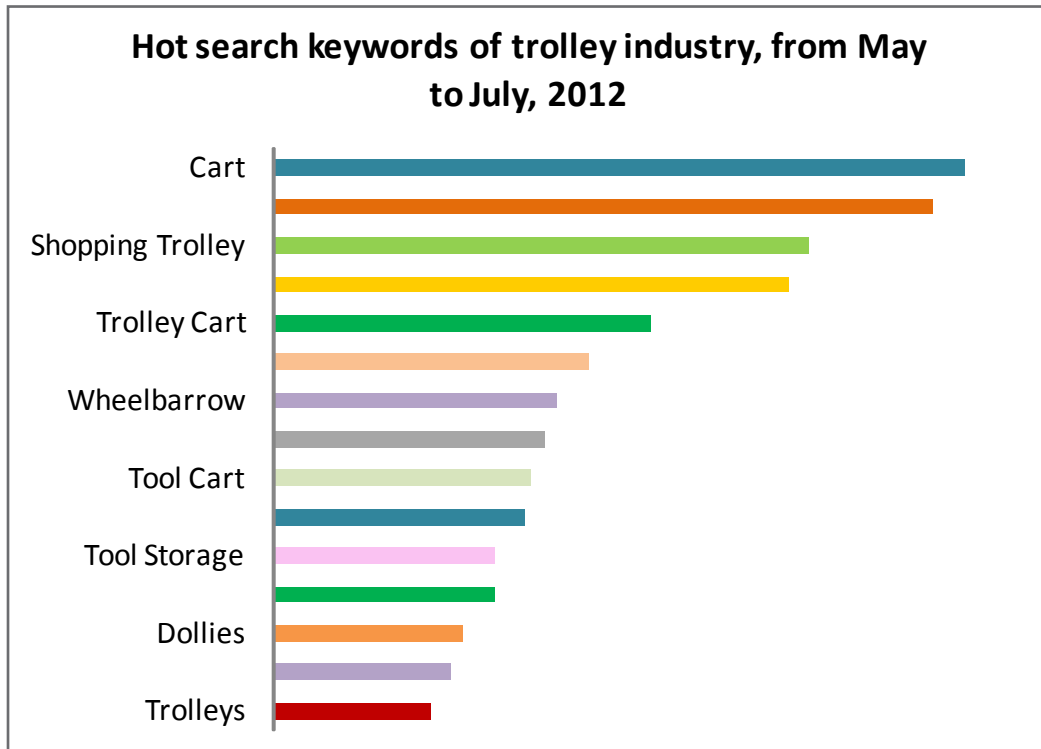
No.	Country/Region	Import Value (thousand USD)	Year-on-year (\pm %)	Proportion
	Total	72,757	22.80%	100.00%
1	China	63,283	24.50%	87.00%
2	USA	2,906	39.70%	4.00%
3	Taiwan	2,392	9.90%	3.30%
4	Germany	1,015	-5.90%	1.40%
5	Thailand	527	736.50%	0.70%
6	South Korea	373	-28.50%	0.50%
7	France	313	15.90%	0.40%
8	Ireland	272	78.90%	0.40%
9	United Kingdom	200	22.70%	0.30%
10	Indonesia	160	471.40%	0.20%

From January to June in 2012, Japanese trolley imports amounted to 72.757 million dollars, increasing 22.8% over the past period. As the largest supplier for Japanese trolley imports, China took a proportion of 87.0% in its total import value, holding competitive advantage. USA was in the second place, accounting for 4.0%.

It worth noticing that the amount of Japanese trolley imported from Thailand and Indonesia got year on year increase of 7.4 times and 4.7 times in the first half of 2012.

5. Trolley Industry Data Analysis of Made-in-China.com

5.1. Hot Search keywords of Trolley Industry

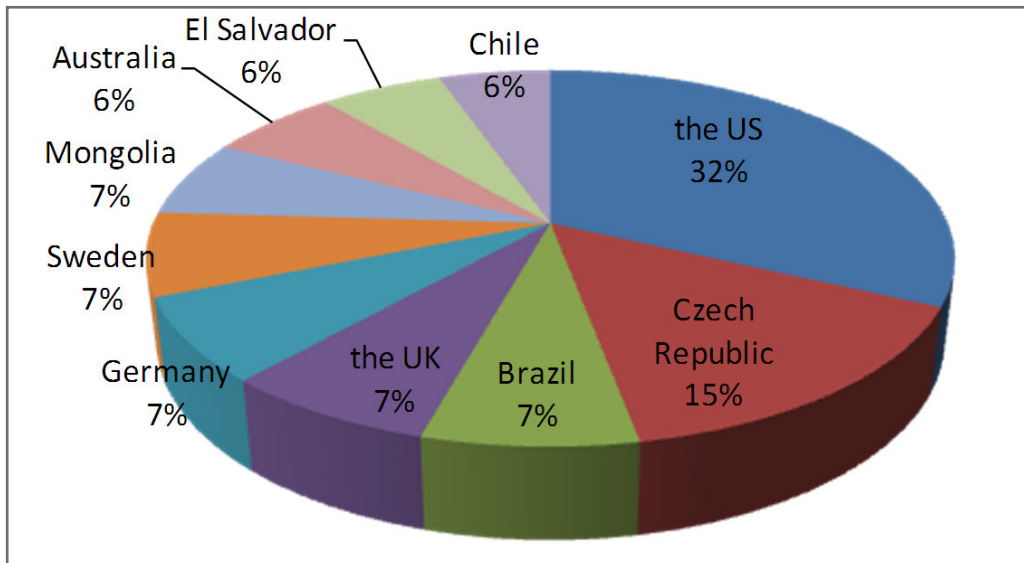


Data of Made-In-China show that from May to July 2012, the top 15 hot search keywords of trolley industry were cart, wheel barrow, shopping trolley, hand truck, trolley cart, shopping cart, wheelbarrow, wagon, tool cart, hand trolley, tool storage, platform, dollies, platform hand truck, trolleys.

The statistical time of following data: Sep. 2011–Aug.14, 2012

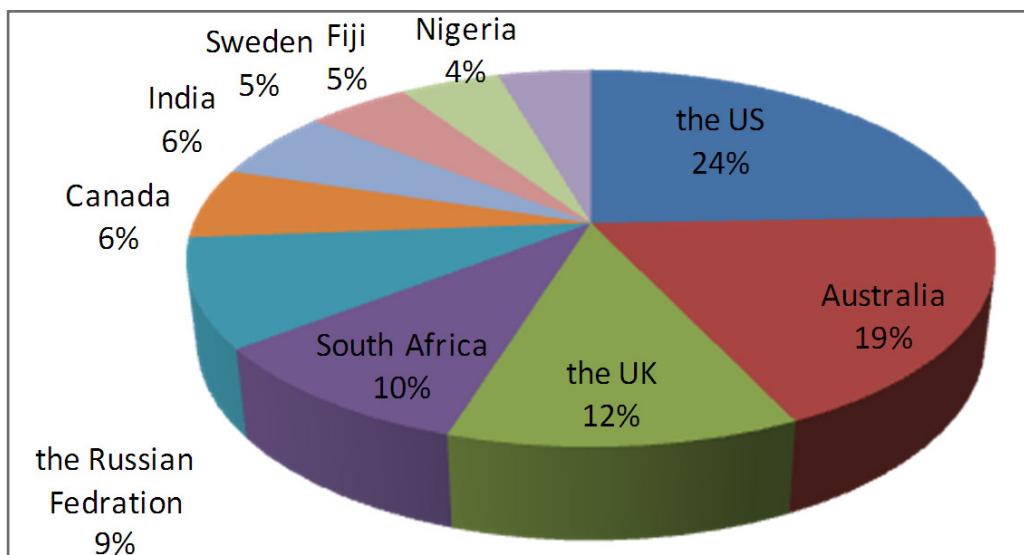
Data Source: Made-in-China.com

5.2. Distribution of Cart Buyers



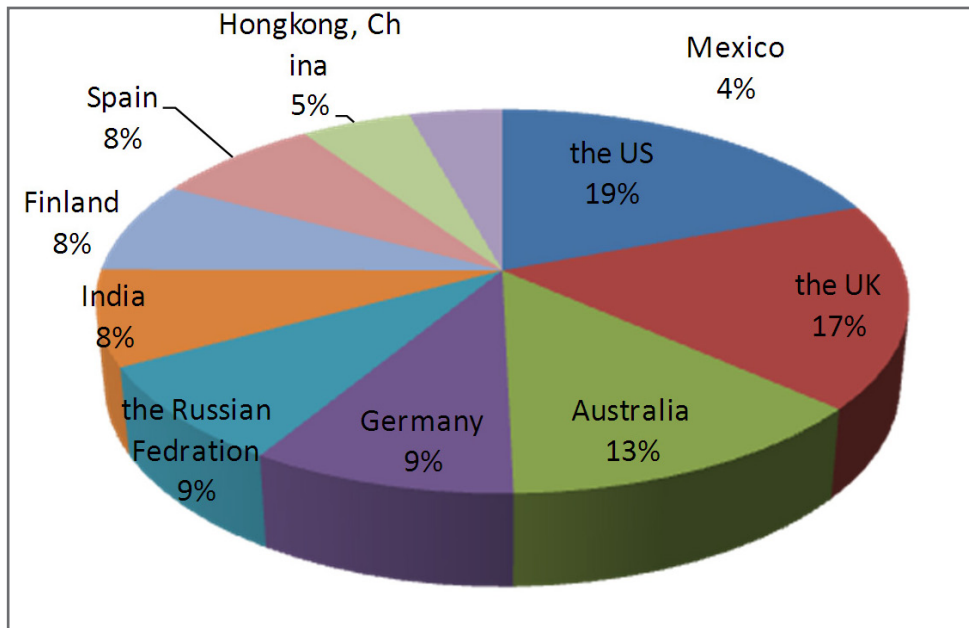
The Cart buyers were mainly distributed in the United States, the Czech Republic, Brazil, the United Kingdom and Germany, adding up to 68.77% of the total search. Search of USA buyers ranked first, accounting for 32.01% of the total, which was far higher than that of other countries and regions. The Czech Republic ranks second, taking a proportion of 15.03%.

5.3. Distribution of Wheel Barrow Buyers



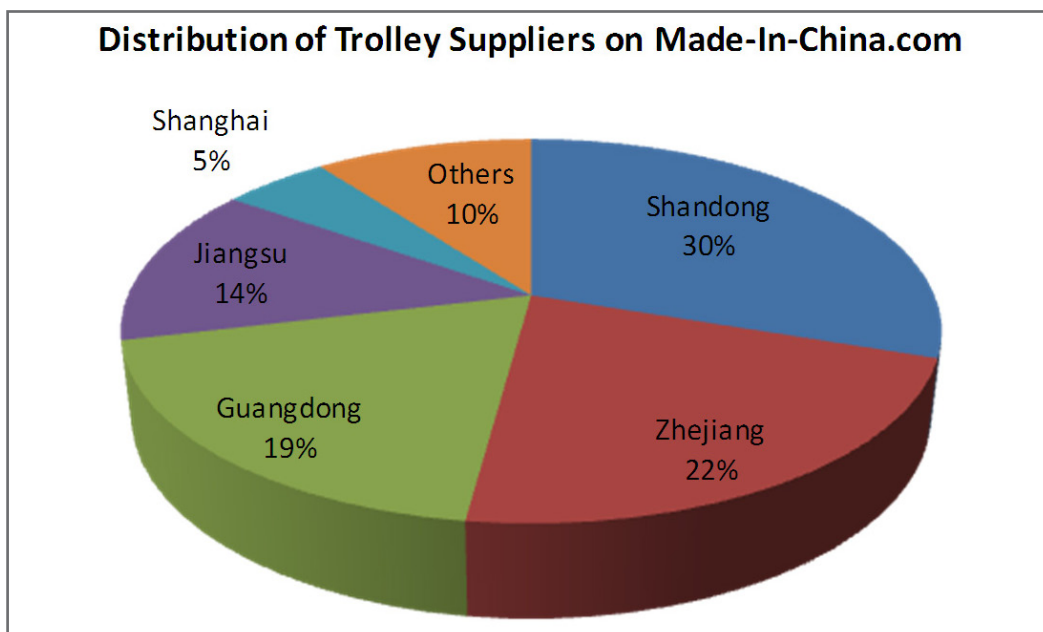
Wheel Barrow buyers were mainly distributed in the United States, Australia, the United Kingdom, South Africa and the Russian Federation, amounting to 73.77% of the total search. USA buyers' search was in the first place, accounting for 24.43% of the total search for wheel barrow, followed by Australia, which accounted for 18.55%.

5.4. Distribution of Shopping Trolley



The United States, the United Kingdom, Australia, Germany and the Russian Federation were major buyers for shopping trolley, amounting to 67.06% of the total. The United States was in the first place in the rank list, taking a proportion of 19.22% of the total, while the United Kingdom was in the second, which accounted for 17.31%.

5.5. Distribution of Trolley Suppliers



By the end of July, 2012, trolley suppliers on Made-in-China.com mainly distributed in Shandong, Zhejiang, Guangdong, Jiangsu and Shanghai, which respectively accounted for 30.18%, 21.95%, 19.14% ,13.44%, and 5.01% of the total number of suppliers in trolley industry.

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

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