

Australia Lighting

Market Analysis Report

2013.09



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd.

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Summary

The import value of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings keeps increasing during 2010-2012 at Australia, reached \$ 207 million (increased 31.37%) at 2010, \$ 271 million (increased 30.7%) at 2011 and \$ 364 million (increased 34.48%) at 2012.

The import value of Electric Table, Desk, Bedside or Floor-standing Lamps keeps higher during 2010-2012 at Australia, reached \$ 44 million (increased 33.58%) at 2012, \$ 51 million (increased 14.48%) at 2011 and \$ 51 million (increased 0.61%) at 2010.

The import value of Non-electrical Lamps and Lighting Fittings reached \$ 8 million during Jan - May at 2013, which dropped down 1.4% than before.

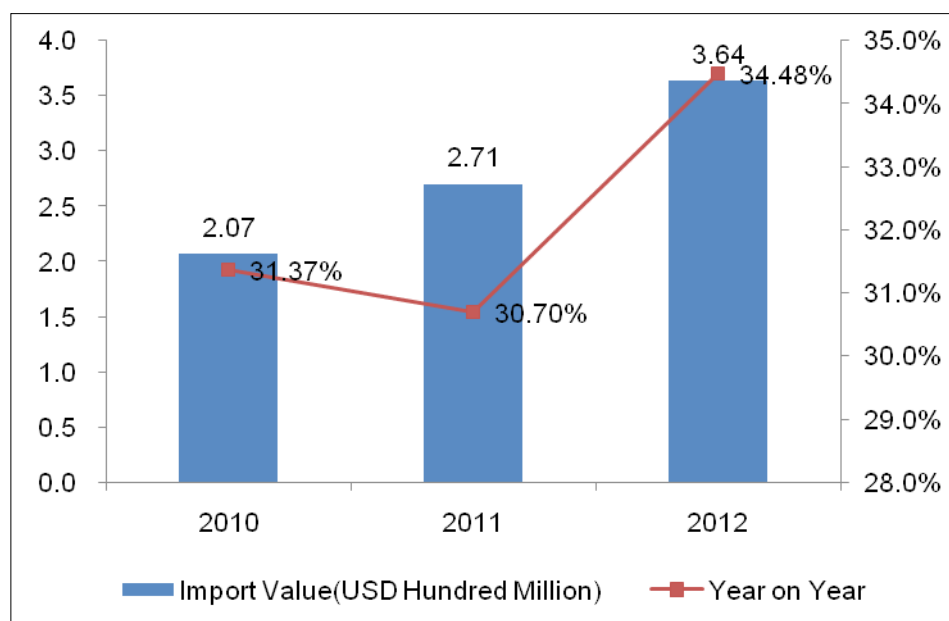
The import value of Illuminated Signs, Illuminated Name Plates and the Like reached \$ 100 million during Jan - May at 2013, which increased 56.9% than before.

1. 2010-2012 Australia Lighting Industry Importation Analysis

HS Code	Product Name
940510	Chandeliers & Other Electric Ceiling or Wall Lighting Fittings
940520	Electric Table, Desk, Bedside or Floor-standing Lamps
940530	Lighting Sets of a Kind Used for Christmas Trees
940540	Other Electric Lamps and Lighting Fittings
940550	Non-electrical Lamps and Lighting Fittings
940560	Illuminated Signs, Illuminated Name Plates and the Like

1.1. The Importation of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings (HS:940510) between 2010-2012 in Australia

1.1.1. The Import Value Annual Trend of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings between 2010-2012 in Australia



The import value of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings keeps increasing during 2010-2012 at Australia, reached \$ 207 million (increased 31.37%) at 2010, \$ 271 million (increased 30.7%) at 2011 and \$ 364 million (increased 34.48%) at 2012.

1.1.2. The Mainly Original Goods Delivered Countries for Australian Chandeliers & Other Electric Ceiling or Wall Lighting Fittings during 2010 - 2012.

(unit:USD thousand)

Country/Region	2010	2011	2012
China	104,444	149,697	236,830
Germany	13,236	15,586	16,088
Italy	8,252	11,686	12,198
Malaysia	9,242	8,794	9,793
HK	3,554	5,937	7,404
Taiwan	2,829	2,780	6,282
USA	2,380	3,606	5,940
UK	4,166	3,440	5,178
Belgium	2,792	4,720	4,496
New Zealand	3,493	5,124	3,890

1.1.3. The Marketing Share Trends for Mainly Export Countries/Regions of Australian Chandeliers & Other Electric Ceiling or Wall Lighting Fittings during 2010 - 2012

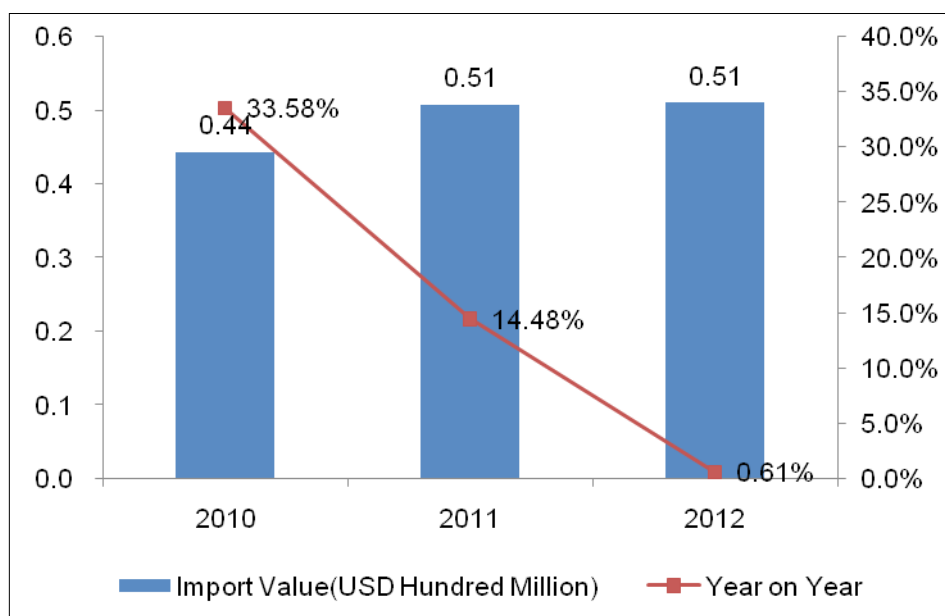
Country/Region	2010	2011	2012
China ↑	50.45%	55.32%	65.08%
Germany ↓	6.39%	5.76%	4.42%
Italy	3.99%	4.32%	3.35%
Malaysia ↓	4.46%	3.25%	2.69%
HK	1.72%	2.19%	2.03%
Taiwan	1.37%	1.03%	1.73%
USA ↑	1.15%	1.33%	1.63%
UK	2.01%	1.27%	1.42%
Belgium	1.35%	1.74%	1.24%
New Zealand	1.69%	1.89%	1.07%

Note: ↑ means the index keeps increasing between 2010-2012, ↓ means the index keeps dropping between 2010-2012

According to export marketing share trend, China and USA keep increasing between 2010-2012, but Germany and Malaysia keeps dropping down year by year.

1.2. The Importation of Electric Table, Desk, Bedside or Floor-Standing Lamps (HS:940520) between 2010-2012 in Australia

1.2.1. The Import Value Annual Trend of Electric Table, Desk, Bedside or Floor-Standing Lamps between 2010-2012 in Australia



The import value of Electric Table, Desk, Bedside or Floor-standing Lamps keeps higher during 2010-2012 at Australia, reached \$ 44 million (increased 33.58%) at 2012, \$ 51 million (increased 14.48%) at 2011 and \$ 51 million (increased 0.61%) at 2010.

1.2.2. The Mainly Original Goods Delivered Countries for Australian Electric Table, Desk, Bedside or Floor-Standing Lamps during 2010 - 2012.

(Unit: USD thousand)

Country/Region	2010	2011	2012
China	35,368	41,163	41,902
Italy	2,023	1,886	2,086
India	746	1,263	1,290
Philippines	347	523	723
HK	1,160	779	639
USA	505	678	570
France	483	953	451
Taiwan	749	281	420
UK	294	419	343
Denmark	152	146	317

1.2.3. The Marketing Share Trends for Mainly Export Countries/Regions of Australian Electric Table, Desk, Bedside or Floor-Standing Lamps during 2010 - 2012.

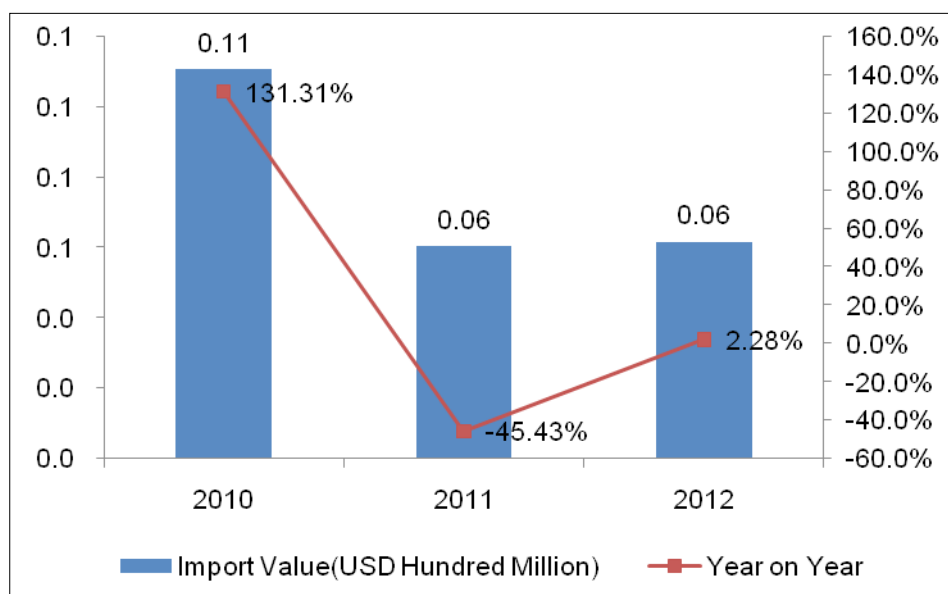
Country/Region	2010	2011	2012
China ↑	79.70%	81.02%	81.98%
Italy	4.56%	3.71%	4.08%
India ↑	1.68%	2.49%	2.52%
Philippines ↑	0.78%	1.03%	1.41%
HK ↓	2.61%	1.53%	1.25%
USA	1.14%	1.33%	1.12%
France	1.09%	1.88%	0.88%
Taiwan	1.69%	0.55%	0.82%
UK	0.66%	0.82%	0.67%
Denmark	0.34%	0.29%	0.62%

Note: ↑ means the index keeps increasing between 2010-2012, ↓ means the index keeps dropping between 2010-2012

According to export marketing share trend, China & Philippines and India keep increasing between 2010-2012, but HK keeps dropping down year by year.

1.3. The Importation of Lighting Sets of a Kind Used for Christmas Trees (HS: 940530) between 2010-2012 in Australia

1.3.1. The Import Value Annual Trend of Lighting Sets of a Kind Used for Christmas Trees between 2010-2012 in Australia



During 2010-2012, the import value trend of Australian Lighting Sets of a Kind Used for Christmas Trees like a “V”, and reached \$ 11 million (increased 131.31%) at 2012, \$ 6 million (increased 45.43%) at 2011 and \$ 6 million (increased 2.28%) at 2010.

1.3.2. The Mainly Original Goods Delivered Countries for Australian Lighting Sets of a Kind Used for Christmas Trees during 2010 - 2012.

(Unit:USD thousand)

Country/Region	2010	2011	2012
China	11,054	5,603	6,128
HK	5	50	42
Thailand	5	1	11
UK	0	0	1
Korea	0	0	0
Belgium	0	205	0
Germany	0	109	0
Indonesia	0	0	0
Italy	5	0	0
Japan	0	15	0

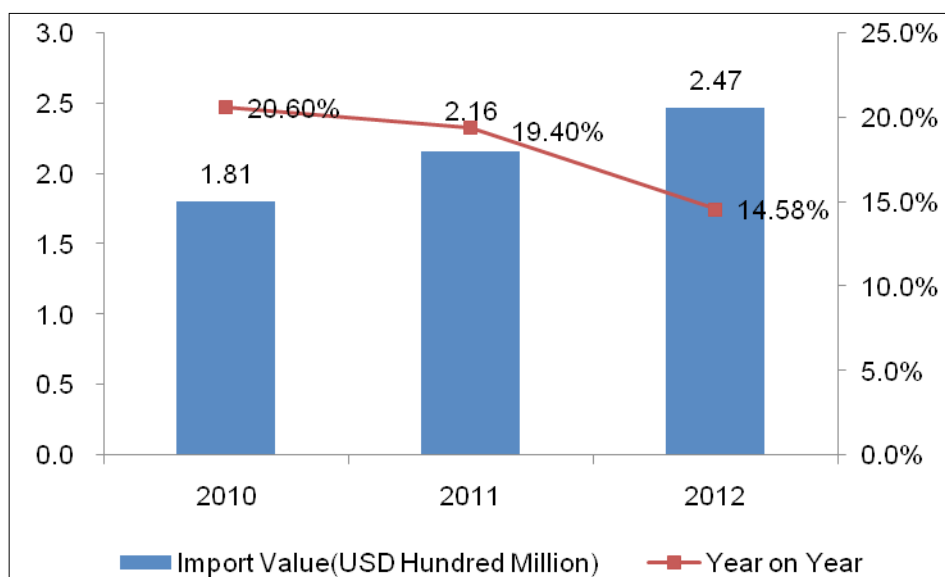
1.3.3. The Import Value Annual Trend of Lighting Sets of a Kind Used for Christmas Trees between 2010-2012 in Australia

Country/Region	2010	2011	2012
China	99.81%	92.70%	99.13%

Over 90% percent Lighting Sets of a Kind Used for Christmas Trees on Australia Market is from China.

1.4. The Importation of Other Electric Lamps and Lighting Fittings (HS:940540) between 2010-2012 in Australia

1.4.1. The Import Value Annual Trend of Other Electric Lamps and Lighting Fittings between 2010-2012 in Australia



The import value of Other Electric Lamps and Lighting Fittings keeps increasing during 2010-2012 at Australia, reached \$ 181 million (increased 20.6%) at 2010, \$ 216 million (increased 19.4%) at 2011 and \$ 247 million (increased 14.58%) at 2012.

1.4.2. The Mainly Original Goods Delivered Countries for Australian Other Electric Lamps and Lighting Fittings during 2010 - 2012.

(Unit: USD thousand)

Country/Region	2010	2011	2012
China	98,628	119,595	144,787
USA	14,110	20,556	22,894
UK	5,940	10,224	14,477
Germany	10,457	11,867	12,884
Italy	7,778	9,987	9,400
New Zealand	6,414	6,185	5,075
France	5,099	4,100	4,215
Taiwan	3,905	3,850	3,943
Thailand	3,445	3,357	3,130
Spain	1,582	1,031	2,830

1.4.3. The Import Value Annual Trend of Other Electric Lamps and Lighting Fittings between 2010-2012 in Australia

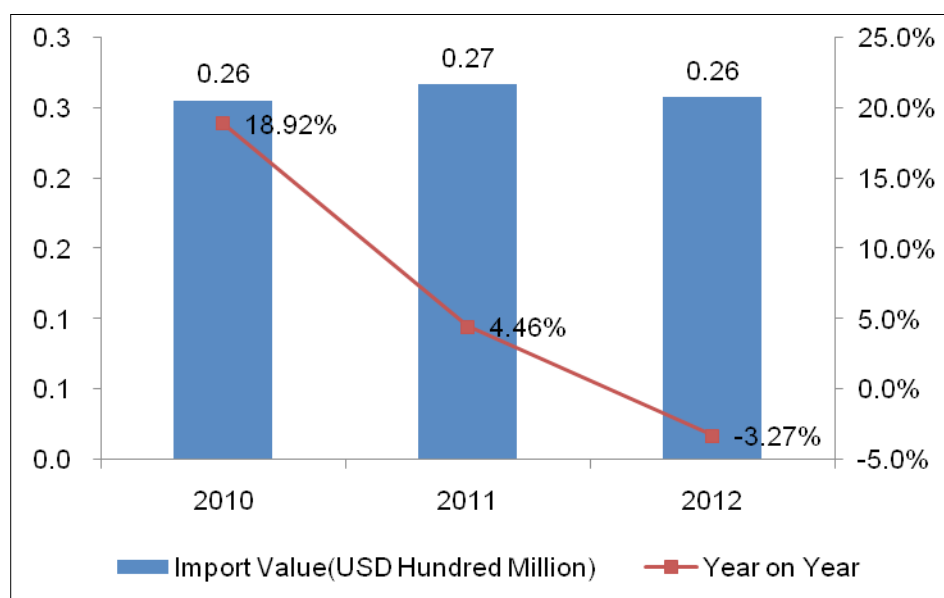
Country/Region	2010	2011	2012
China ↑	54.56%	55.41%	58.54%
USA	7.81%	9.52%	9.26%
UK ↑	3.29%	4.74%	5.85%
Germany ↓	5.78%	5.50%	5.21%
Italy	4.30%	4.63%	3.80%
New Zealand ↓	3.55%	2.87%	2.05%
France ↓	2.82%	1.90%	1.70%
Taiwan ↓	2.16%	1.78%	1.59%
Thailand ↓	1.91%	1.56%	1.27%
Spain	0.88%	0.48%	1.14%

Note: ↑ means the index keeps increasing between 2010-2012, ↓ means the index keeps dropping between 2010-2012

According to export marketing share trend, China and UK keep increasing between 2010 and 2012, but the countries/regions keep dropping down year by year, which include Germany, New Zealand, France, Taiwan and Thailand.

1.5. The Importation of Non-Electrical Lamps and Lighting Fittings (HS:940550) between 2010-2012 in Australia

1.5.1. The Import Value Annual Trend of Non-Electrical Lamps and Lighting Fittings between 2010-2012 in Australia



During 2010-2012, the import value trend of Australian Non-electrical Lamps and Lighting Fittings like a opposite “V”, reached \$ 26 million (increased 18.92%) at 2010, \$ 27 million (increased 4.46%) at 2011 and \$ 26 million (dropped 3.27%) at 2012.

1.5.2. The Mainly Original Goods Delivered Countries for Australian Non-Electrical Lamps and Lighting Fittings during 2010 - 2012.

(Unit: USD thousand)

Country/Region	2010	2011	2012
China	19,235	20,808	20,126
India	2,275	1,917	2,469
Vietnam	485	432	509
USA	477	381	314
Philippines	270	393	291
Denmark	65	135	245
Indonesia	306	248	240
UK	97	136	188
Taiwan	254	214	155
Italy	150	125	126

1.5.3. The Import Value Annual Trend of Non-Electrical Lamps and Lighting Fittings between 2010-2012 in Australia

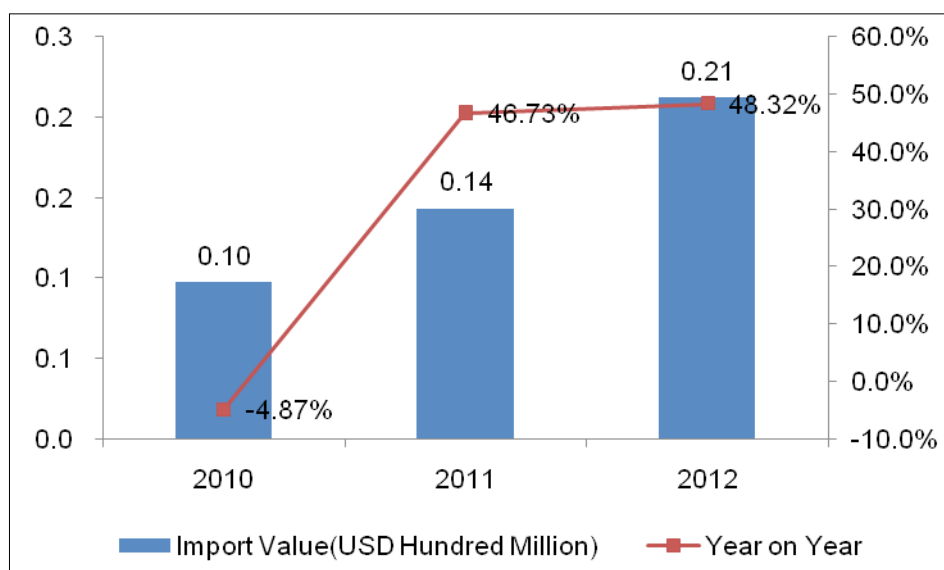
Country/Region	2010	2011	2012
China	75.31%	77.99%	77.99%
India	8.91%	7.19%	9.57%
Vietnam	1.90%	1.62%	1.97%
USA ↓	1.87%	1.43%	1.22%
Philippines	1.06%	1.47%	1.13%
Denmark ↑	0.25%	0.51%	0.95%
Indonesia	1.20%	0.93%	0.93%
UK ↑	0.38%	0.51%	0.73%
Taiwan ↓	0.99%	0.80%	0.60%
Italy	0.59%	0.47%	0.49%

Note: ↑ means the index keeps increasing between 2010-2012, ↓ means the index keeps dropping between 2010-2012

According to export marketing share trend, Denmark and UK keep increasing between 2010-2012, but USA and Taiwan keep dropping down year by year.

1.6. The Importation of Illuminated Signs, Illuminated Name Plates and the Like (HS:940560) between 2010-2012 in Australia

1.6.1. The Import Value Annual Trend of Illuminated Signs, Illuminated Name Plates and the Like between 2010-2012 in Australia



The import value of Illuminated Signs, Illuminated Name Plates and the Like keeps increasing during 2010-2012 at Australia, reached \$ 10 million (dropped 4.87%) at 2010, \$ 14 million (increased 46.73%) at 2011 and \$ 21 million (increased 48.32%) at 2012.

1.6.2. The Mainly Original Goods Delivered Countries for Australian Illuminated Signs, Illuminated Name Plates and the Like during 2010 - 2012.

(Unit:USD thousand)

Country/Region	2010	2011	2012
China	4,821	4,251	14,635
Malaysia	1,096	5,665	1,503
USA	436	708	1,146
Thailand	807	579	698
HK	107	315	639
New Zealand	819	494	479
Germany	470	363	449
Korea	266	503	315
Sweden	247	83	283
France	70	538	169

1.6.3. The Import Value Annual Trend of Illuminated Signs, Illuminated Name Plates and the Like between 2010-2012 in Australia

Country/Region	2010	2011	2012
China	49.38%	29.67%	68.87%
Malaysia	11.22%	39.54%	7.07%
USA ↑	4.47%	4.94%	5.39%
Thailand ↓	8.27%	4.04%	3.28%
HK ↑	1.10%	2.20%	3.01%
New Zealand ↓	8.39%	3.45%	2.25%
Germany ↓	4.81%	2.53%	2.11%
Korea	2.72%	3.51%	1.48%
Sweden	2.53%	0.58%	1.33%
France	0.72%	3.76%	0.80%

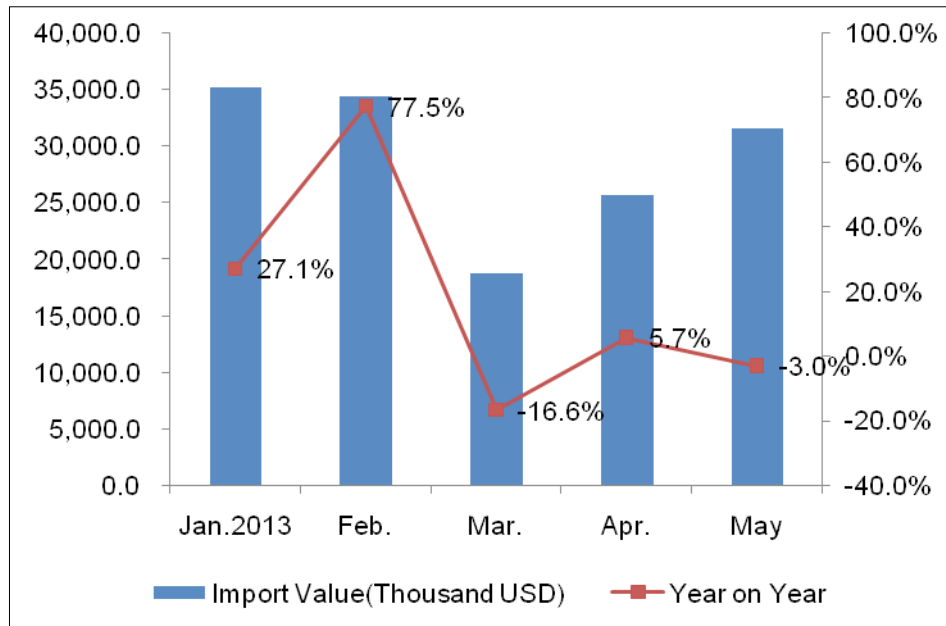
Note: ↑ means the index keeps increasing between 2010-2012, ↓ means the index keeps dropping between 2010-2012

According to export marketing share trend, USA and HK keep increasing between 2010-2012, but Thailand, New Zealand and Germany keep dropping down year by year.

2. The Importation of Australian Lightings during Jan. – May 2013

2.1. The Importation of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings during Jan. – May 2013

2.1.1. The Import Value Trend of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings during Jan. – May 2013



Month	Value(thousand dollar)	Compared with the same period of last year
Jan.	35,203	27.1%
Feb.	34,469	77.5%
Mar.	18,752	-16.6%
Apr.	25,694	5.7%
May.	31,641	-3.0%
Total	145,759	15.2%

During Jan - May.2013, the import value of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings reached 150 million USD During Jan - May.2013, which increased 15.2% as before.

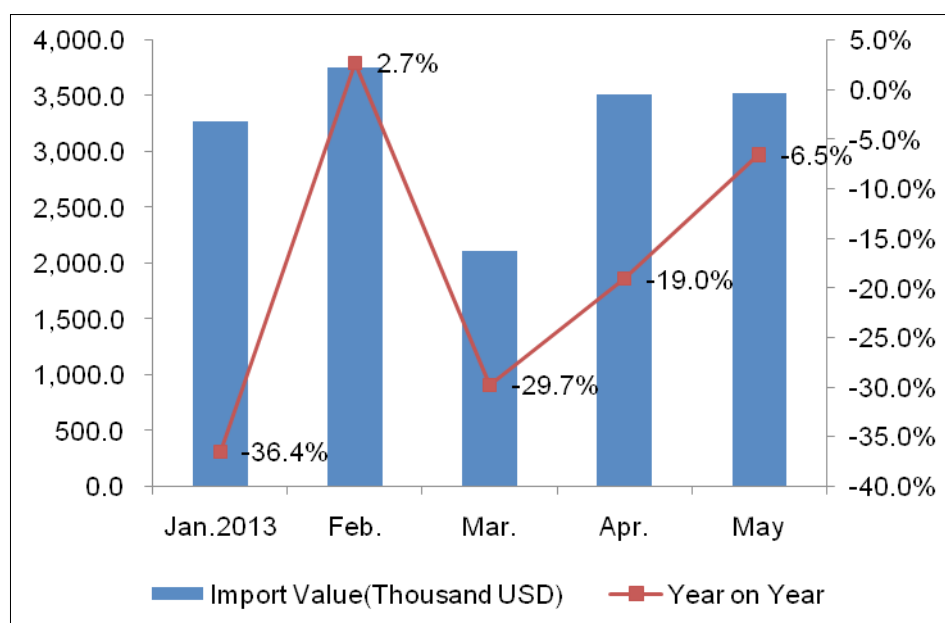
2.1.2. The Mainly Original Goods Delivered Countries for Australian Chandeliers & Other Electric Ceiling or Wall Lighting Fittings during Jan. – May 2013

Country/Region	Value(thousand dollar)	Compared with the same period of last year
China	100,997	33.7%
Germany	6,130	10.0%
Italy	4,338	-7.3%
Malaysia	3,631	-9.2%
Taiwan	3,153	114.5%
USA	2,901	34.3%
HK	2,292	-3.7%
UK	2,242	29.2%
Indonesia	2,025	85.3%
Belgium	1,773	2.8%

At top ten original places of goods delivered, Taiwan and Indonesia took two biggest increasing, which has 114.5% and 85.3% growth than before. As a important market, the import value of Chandeliers & Other Electric Ceiling or Wall Lighting Fittings from China, reached 100 million USD during Jan - May.2013.

2.2. The Importation of Electric Table, Desk, Bedside or Floor-Standing Lamps during Jan. – May 2013

2.2.1. The Import Value of Electric Table, Desk, Bedside or Floor-Standing Lamps during Jan. – May 2013 in Australia



Month	Value(thousand USD)	Compared with the same period of last year
Jan.	3,278	-36.4%
Feb.	3,754	2.7%
Mar.	2,110	-29.7%
Apr.	3,516	-19.0%
May.	3,523	-6.5%
Total	16,181	-18.8%

During Jan - May.2013, the import value of Electric Table, Desk, Bedside or Floor-standing Lamps reached 16.8 million USD During Jan - May.2013, which dropped 18.8% as before.

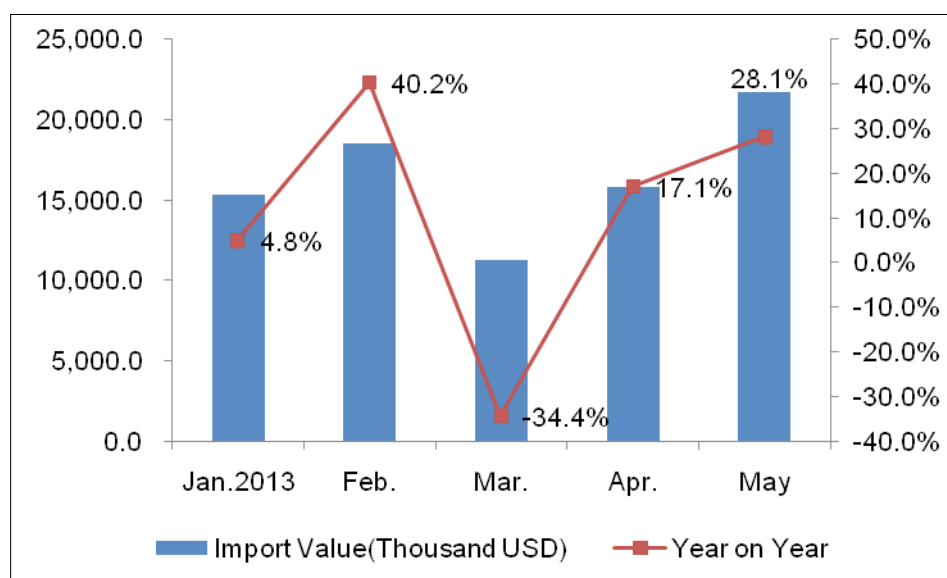
2.2.2. The Mainly Original Goods Delivered Countries for Australian Electric Table, Desk, Bedside or Floor-Standing Lamps during Jan. – May 2013.

Country/Region	Value(thousand USD)	Compared with the same period of last year
China	12,350	-23.2%
Italy	882	6.1%
India	524	-16.0%
USA	357	79.4%
HK	299	18.2%
Philippines	245	-26.0%
Hungary	170	347.4%
UK	156	24.8%
Germany	149	88.6%
France	128	-31.6%

At top ten original places of goods delivered, Hungary and Germany took two biggest increasing, which has 347.4% and 88.6% growth than before. As a important market, the import value of Electric Table, Desk, Bedside or Floor-standing Lamps from China, reached 12 million USD during Jan - May.2013, which dropped 23.2% than before.

2.3. The Importation of Other Electric Lamps and Lighting Fittings (HS:940540) during Jan. – May 2013

2.3.1. The Import Value Trend of Other Electric Lamps and Lighting Fittings during Jan. – May 2013



Month	Value(thousand USD)	Compared with the same period of last year
Jan.	15,357	4.8%
Feb.	18,548	40.2%
Mar.	11,282	-34.4%
Apr.	15,811	17.1%
May.	21,760	28.1%
Total	82,758	9.5%

The import value of Other Electric Lamps and Lighting Fittings reached 83 million USD, which increased 9.5% during Jan - May.2013

2.3.2. The Mainly Original Goods Delivered Countries for Australian Other Electric Lamps and Lighting Fittings during Jan. – May 2013

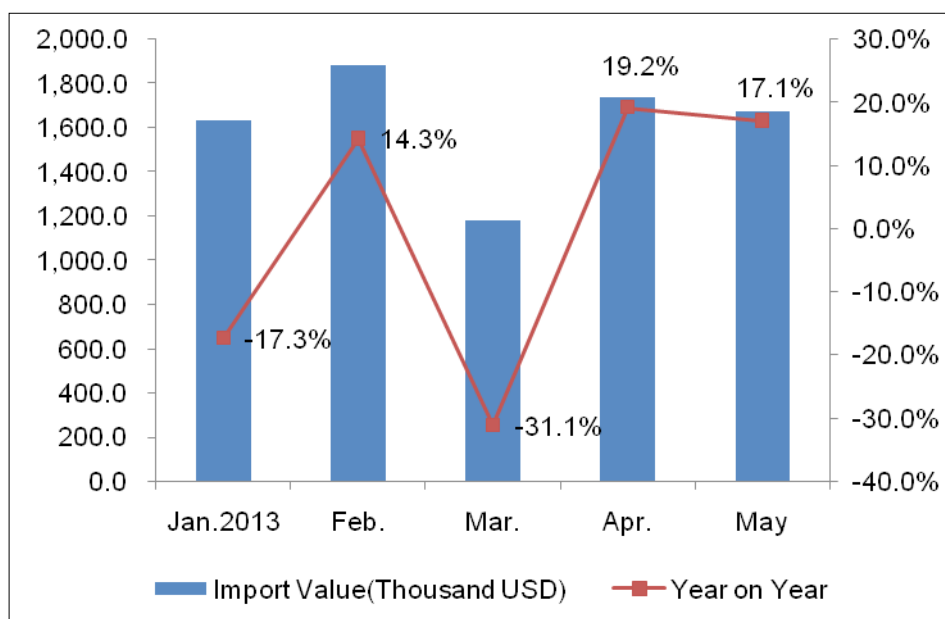
Country/Region	Value (thousand USD)	Compared with the same period of last year
China	42,999	27.5%
USA	9,407	-17.3%
UK	5,578	19.3%
Italy	4,198	4.0%
Germany	4,179	-4.3%
Taiwan	2,048	47.0%
HK	1,798	252.5%
New Zealand	1,594	-25.0%

Country/Region	Value (thousand USD)	Compared with the same period of last year
Denmark	1,488	102.2%
France	1,426	-11.6%

At top ten original places of goods delivered, HK and Denmark took two biggest increasing, which has 252.5% and 102.2% growth than before. As a important market, the import value of Other Electric Lamps and Lighting Fittings from China, reached 43 million USD during Jan - May.2013, which increased 27.5% than before.

2.4. The Importation of Non-Electrical Lamps and Lighting Fittings (HS:940550) during Jan. – May 2013 in Australia

2.4.1. The Import Value of Non-Electrical Lamps and Lighting Fittings during Jan. – May 2013



Month	Value(thousand USD)	Compared with the same period of last year
Jan.	1,633	-17.3%
Feb.	1,882	14.3%
Mar.	1,184	-31.1%
Apr.	1,739	19.2%
May.	1,677	17.1%
Total	8,115	-1.4%

The import value of Non-electrical Lamps and Lighting Fittings reached 8 million USD, which dropped 1.4% during Jan - May.2013

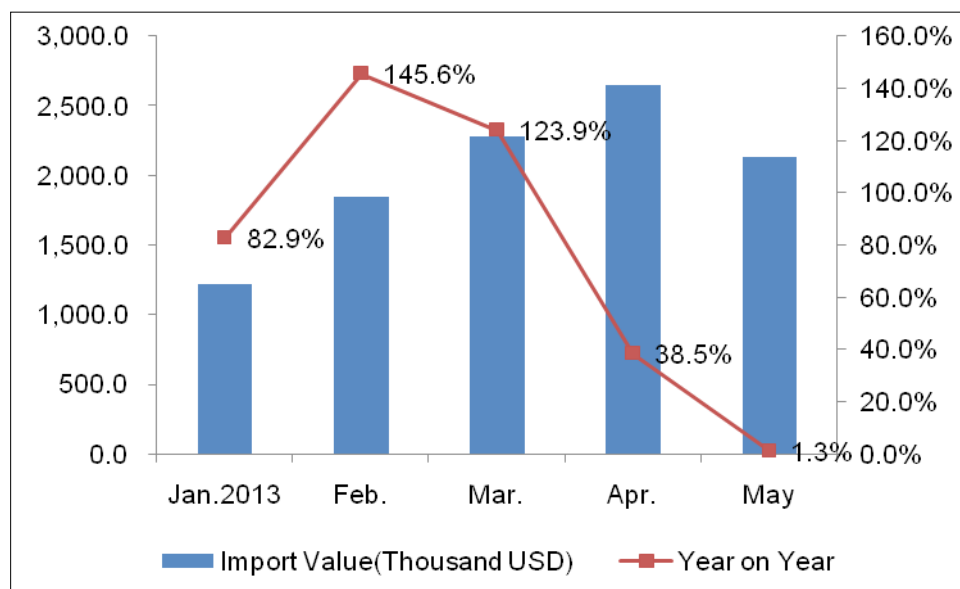
2.4.2. The Mainly Original Goods Delivered Countries for Australian Non-Electrical Lamps and Lighting Fittings during Jan. – May 2013.

Country/Region	Value(thousand USD)	Compared with the same period of last year
China	6,424	0.2%
India	668	11.9%
USA	130	17.1%
Philippines	121	0.8%
Denmark	98	-13.3%
Vietnam	86	-38.6%
Poland	78	56.0%
HK	61	27.1%
Greece	61	7.0%
Indonesia	59	-37.2%

At top ten original places of goods delivered, the import value of Non-electrical Lamps and Lighting Fittings from China as the biggest important market, reached 7 million USD during Jan - May.2013.

2.5. The Importation of Illuminated Signs, Illuminated Name Plates and the Like (HS:940560) during Jan. – May 2013 in Australia

2.5.1. The Import Value of Illuminated Signs, Illuminated Name Plates and the Like during Jan. – May 2013



Month	Value(thousand USD)	Compared with the same period of last year
Jan.	1,222	82.9%
Feb.	1,842	145.6%
Mar.	2,282	123.9%
Apr.	2,649	38.5%
May.	2,131	1.3%
Total	10,126	56.9%

The import value of Illuminated Signs, Illuminated Name Plates and the Like reached 100 million USD, which increased 1.4% during Jan - May.2013

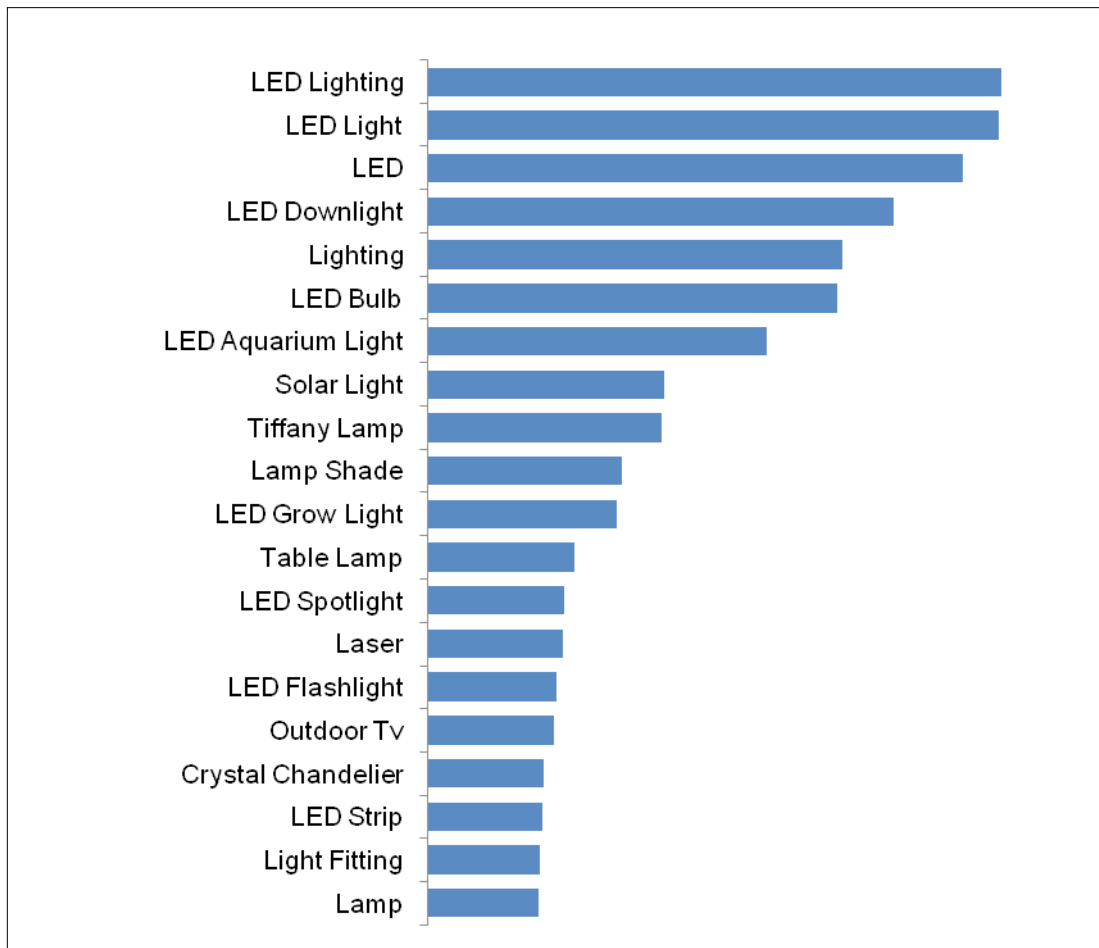
2.5.2. The Mainly Original Goods Delivered Countries for Australian Illuminated Signs, Illuminated Name Plates and the Like during Jan. – May 2013.

Country/Region	Value(thousand USD)	Compared with the same period of last year
China	6,831	85.1%
Malaysia	1,742	273.8%
USA	524	-8.7%
France	235	62.1%
Netherlands	124	/
Germany	110	-34.9%
Korea	87	-38.3%
UK	86	-16.5%
Taiwan	62	287.5%
Austria	55	358.3%

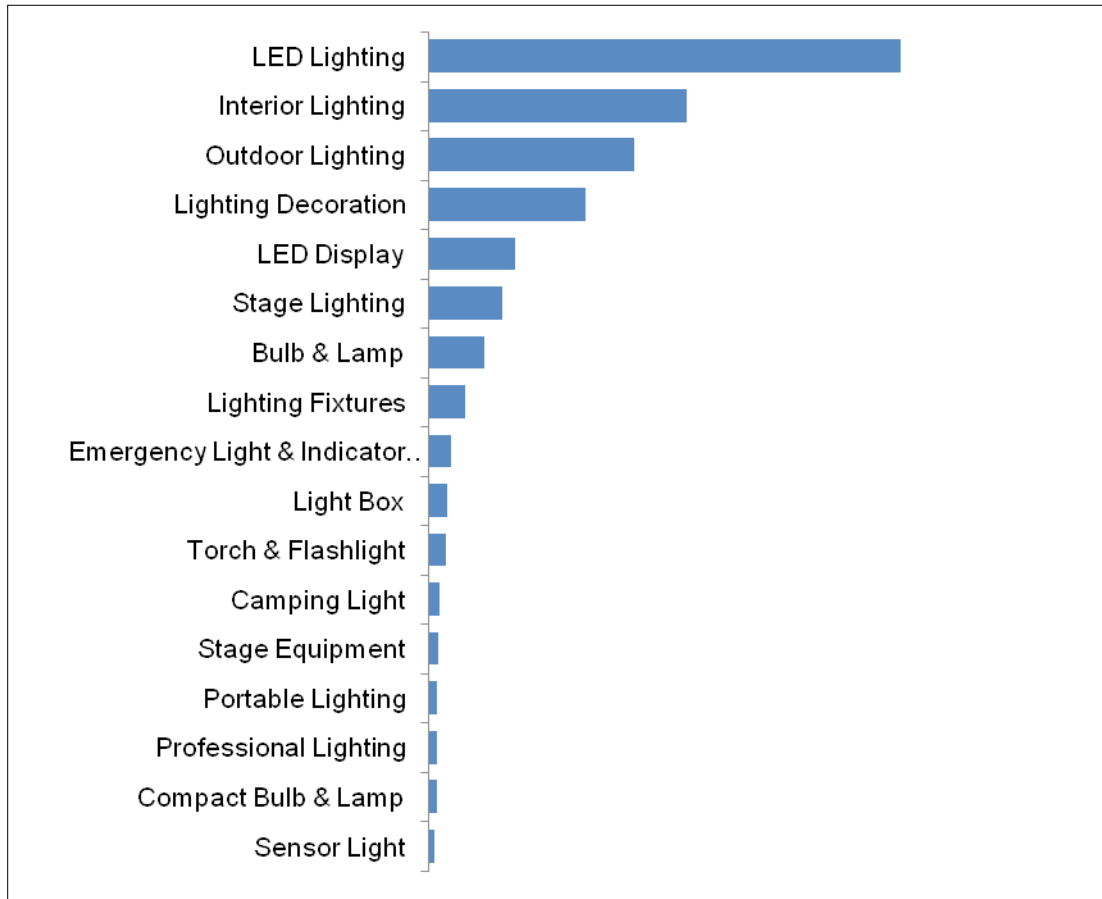
At top ten original places of goods delivered, Austria, Taiwan and Malaysia took three biggest increasing, which has 358.3%, 287.5% and 273.8 growth than before. As a important market, the import value of Illuminated Signs, Illuminated Name Plates and the Like from China, reached 7 million USD during Jan - May.2013, which increased 85.1% than before.

3. The Analysis of USA Buyers for Lightings Industry on Made-In-China.Com

3.1. The Hot Sourcing Keywords of Australia Buyers for Lightings Industry on Made-In-China.Com during May - Jul. 2013



3.2. The Degree of Concern Ranking of Australia Buyers for Lightings Industry on Made-In-China.Com during Jan. - Jul. 2013



Source: Made-in-China.com

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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