

Wig

Industry Analysis Report

2013.II



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd.

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HS code involved in the report

HS code:6704 Wigs, false beards, eyebrows and eyelashes, switches and the like, of human or animal hair or of textile materials; articles of human hair not elsewhere specified or included, hereinafter referred to as “Wig”

HS code:670411 Complete wigs of synthetic textile materials, hereinafter referred to as “Complete wigs of synthetic materials”

HS code:670419 False beards, eyebrows and the like, of synthetic textile materials, hereinafter referred to as “Wigs of synthetic materials”

HS code:670420 Articles of human hair hereinafter referred to as “Wigs of human hair”

HS code:670490 Wigs, false beards, eyebrows and the like, of other materials, hereinafter referred to as “Wigs of other materials”

1. Industry Overview

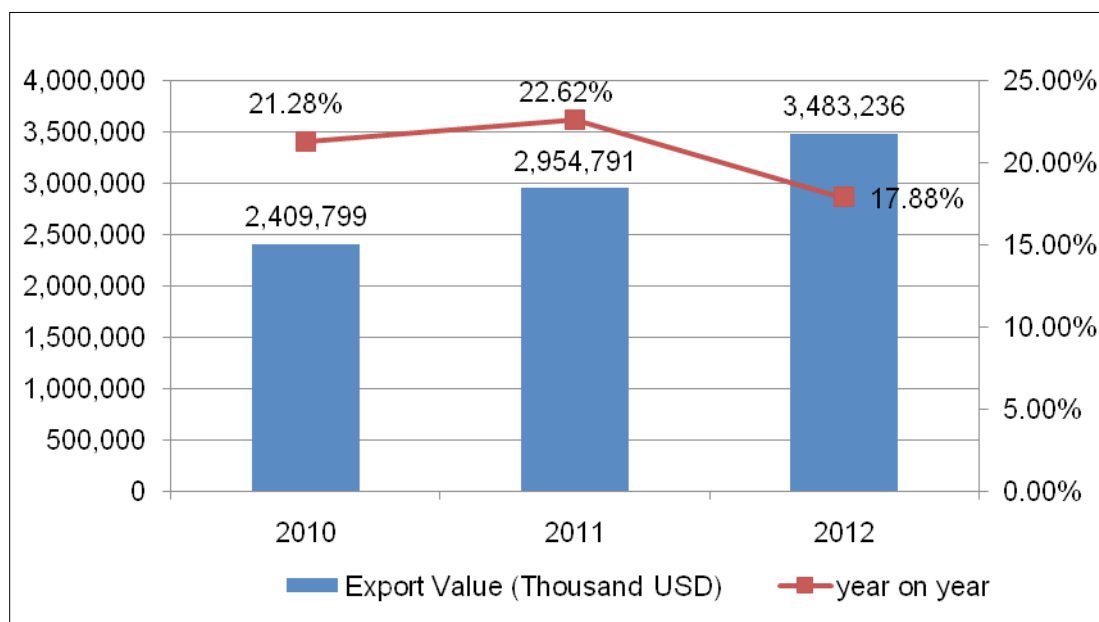
China's wig products exportation areas are mainly Qingdao Shandong, Yiwu Zhejiang, Xuchang Henan and Guangzhou Guangdong. Among them, Wig factories in Qingdao, Shandong province specialize in men's toupee and wigs for the black, and many of them are small and medium-sized enterprises. Wig factories in Xuchang, Henan specialize in human hair wigs and wigs for the black, and the main market is in Africa. Many of them are large-scale exporting enterprises and now are actively studying the design elements and advanced technology of Guangdong. Wig factories in Yiwu, Zhejiang specialize in synthetic hair and Christmas wig, which are mainly sold to United States and Africa, and many of the export enterprises are small workshops. Guangdong is emerging production base which is different from traditional producing areas, and the export enterprises in Guangdong Province specialize in women's wigs, which are mainly sold to European and American markets. The products are fashion designed, with stronger technology and higher quality. Many of exporting enterprises are medium-sized and with more systematic promotion of the products.

In addition, there are a few wig production enterprises in Tianjin, Jiangsu, Anhui, Jiangxi, Sichuan, Yunnan, Guizhou and other regions, which are migrating production base from Qingdao, Xuchang, Yiwu, Guangzhou and other places because of labor cost and other reasons. They rely mainly on production while trading subsidiary.

2. Global Wig Export Analysis

2.1. Global Wig Export Analysis from 2010 to 2012

- Global Wig Export Value Annual Trend from 2010 to 2012



The export value of global wigs from 2010 to 2012 increased year by year. The total export value of global wigs was 2.41 billion US dollars, 2.955 billion US dollars and 3.483 billion US dollars from 2010 to 2012, with an increase of 21.28%, 22.62% and 17.88% separately. The export value of 2012 increased by 44.54% compared to that of 2010.

- Global Wig Export Market from 2010 to 2012

NO.	Country/Region	Export Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
	Global	2,409,799	2,954,791	3,483,236	44.54%
1	China	1,843,559	2,260,050	2,696,568	46.27%
2	Indonesia	196,719	246,393	270,780	37.65%
3	Hong Kong	79,803	84,010	89,078	11.62%
4	USA	43,098	49,337	56,472	31.03%
5	Philippines	20,773	34,492	54,702	163.33%
6	Republic of Korea	39,317	49,374	47,610	21.09%
7	Germany	32,552	39,515	42,549	30.71%
8	Italy	22,085	24,433	23,360	5.77%
9	Vietnam	4,041	5,150	22,884	466.30%
10	Thailand	23,909	21,904	21,635	-9.51%

- Global Wig Export Market Share from 2010 to 2012

NO.	Country/Region	Export Value Percentage		
		2010	2011	2012
1	China	76.50%	76.49%	77.42%
2	Indonesia	8.16%	8.34%	7.77%
3	Hong Kong	3.31%	2.84%	2.56%
4	USA	1.79%	1.67%	1.62%
5	Philippines	0.86%	1.17%	1.57%
6	Republic of Korea	1.63%	1.67%	1.37%
7	Germany	1.35%	1.34%	1.22%
8	Italy	0.92%	0.83%	0.67%
9	Vietnam	0.17%	0.17%	0.66%
10	Thailand	0.99%	0.74%	0.62%

Wigs' main exporting countries/regions are China, Indonesia and Hong Kong, and the export value of the three countries/regions accounted for 87.75% of the global total export value. Among the top ten exporting markets from 2010 to 2012, the export value of Vietnam and the Philippines increased the fastest by 466.30% and 163.33% separately.

China is the world's most important exporter of wigs, global more than 3/4 wigs are imported from China and the industry exporting source areas are highly concentrated. China's export value of wigs in 2012 increased by 46.27% compared to 2010 (the increase is slightly higher than the global wig export value growth), which amounted to 2.697 billion US dollars, accounting for 77.42% of global total export value of 2012.

- Global Wig Industry Export Products Distribution from 2010 to 2012

Product Name	Export Value (Thousand USD)		
	2010	2011	2012
Wig	2,409,799	2,954,791	3,483,236
Wigs of Human Hair	1,026,557	1,180,107	1,376,135
Wigs of Other Materials	707,124	1,006,599	1,123,493
Wigs of Synthetic Materials	355,944	394,799	571,852
Complete Wigs of Synthetic Materials	320,159	373,279	411,739

Wigs of human hair occupied the highest proportion among the wig products. 39.51% of the export wigs in 2012 were made of human hair, and the export value of wigs of other materials accounted for 32.25% of the total export value of wigs. The export value of wigs of synthetic materials and complete wigs of synthetic materials accounted for 16.42% and 11.82% respectively.

2.2. Global Complete Wigs of Synthetic Materials Export Analysis from 2010 to 2012

- Global Complete Wigs of Synthetic Materials Export Market from 2010 to 2012

NO.	Country/Region	Export Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
	Global	320,159	373,279	411,739	28.60%
1	China	133,701	154,142	176,415	31.95%
2	Indonesia	86,161	100,346	91,554	6.26%
3	Philippines	20,766	34,491	54,689	163.36%
4	Hong Kong	25,954	27,442	30,538	17.66%
5	Germany	17,265	21,501	22,742	31.72%
6	USA	8,644	10,354	10,224	18.28%
7	Thailand	9,045	6,472	4,767	-47.30%
8	UK	3,917	4,168	3,903	-0.36%
9	France	3,091	3,114	3,073	-0.58%
10	Vietnam	838	788	2,948	251.79%

- Global Complete Wigs of Synthetic Materials Export Market Share from 2010 to 2012

NO.	Country/Region	Export Value Percentage		
		2010	2011	2012
1	China	41.76%	41.29%	42.85%
2	Indonesia	26.91%	26.88%	22.24%
3	Philippines	6.49%	9.24%	13.28%
4	Hong Kong	8.11%	7.35%	7.42%
5	Germany	5.39%	5.76%	5.52%
6	USA	2.70%	2.77%	2.48%
7	Thailand	2.83%	1.73%	1.16%
8	UK	1.22%	1.12%	0.95%
9	France	0.97%	0.83%	0.75%
10	Vietnam	0.26%	0.21%	0.72%

The total export value of global complete wigs of synthetic materials reached to 320 million US dollars, 373 million US dollars and 412 million US dollars respectively from 2010 to 2012. The export value of 2012 increased by 28.60% compared to 2010.

Complete wigs of synthetic materials' main exporting countries are China, Indonesia and the Philippines and the export value of the three countries/regions accounted for 78.37% of the global total export value. Among the top ten exporting markets from 2010 to 2012, the export value of Vietnam and the Philippines increased the fastest by 251.79% and 163.36% separately.

China is the world's most important exporter of complete wigs of synthetic materials, global more than 40% complete wigs of synthetic materials are imported from China and the industry exporting source areas are highly concentrated. China's export value of complete wigs of synthetic materials in 2012 increased by 31.95% compared to 2010 (the increase is slightly higher than the global wig export value growth, which is 28.60%), which amounted to 176 million US dollars, accounting for 42.85% of global total export value of 2012.

2.3. Global Wigs of Synthetic Materials Export Analysis from 2010 to 2012

- Global Wigs of Synthetic Materials Export Market from 2010 to 2012

NO.	Country/Region	Export Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
	Global	355,944	394,799	571,852	60.66%
1	China	194,391	200,743	311,346	60.16%
2	Indonesia	46,451	61,827	81,658	75.79%
3	Republic of Korea	25,096	26,807	31,617	25.98%
4	Togo	8,464	12,078	18,281	115.99%
5	Vietnam	2,326	3,192	16,979	629.97%
6	Canada	17,420	17,779	16,466	-5.48%
7	USA	11,427	9,422	15,068	31.86%
8	Senegal	3,316	2,768	10,601	219.69%
9	Bangladesh	299	2,698	10,557	3430.77%
10	Hong Kong	10,601	12,088	8,209	-22.56%

- Global Wigs of Synthetic Materials Export Market Share from 2010 to 2012

NO.	Country/Region	Export Value Percentage		
		2010	2011	2012
1	China	54.61%	50.85%	54.45%
2	Indonesia	13.05%	15.66%	14.28%
3	Republic of Korea	7.05%	6.79%	5.53%
4	Togo	2.38%	3.06%	3.20%
5	Vietnam	0.65%	0.81%	2.97%
6	Canada	4.89%	4.50%	2.88%
7	USA	3.21%	2.39%	2.63%
8	Senegal	0.93%	0.70%	1.85%
9	Bangladesh	0.08%	0.68%	1.85%
10	Hong Kong	2.98%	3.06%	1.44%

The total export value of global wigs of synthetic materials reached to 356 million US dollars, 395 million US dollars and 572 million US dollars respectively from 2010 to 2012. The export value of 2012 increased with a quick growth by 60.66% compared to 2010.

Wigs of synthetic materials' main exporting countries are China, Indonesia and South Korea and the export value of the three countries/regions accounted for 74.26% of the global total export value. Among the top ten exporting markets from 2010 to 2012, the export value of Vietnam, Senegal and Bangladesh increased with a quick growth by 629.97%, 219.69% and 3430.77% separately.

China is the world's most important exporter of wigs of synthetic materials, global more than 50% wigs of synthetic materials are imported from China and the industry exporting source areas are highly concentrated. China's export value of wigs of synthetic materials in 2012 increased by 60.16% compared to 2010 (the increase is slightly lower than the global wig export value growth), which amounted to 311 million US dollars, accounting for 54.45% of global total export value of 2012.

2.4. Global Wigs of Human Hair Export Analysis from 2010 to 2012

- Global Wigs of Human Hair Export Market from 2010 to 2012

NO.	Country/Region	Export Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
	Global	1,026,557	1,180,107	1,376,135	34.05%
1	China	879,732	1,000,077	1,185,486	34.76%
2	Indonesia	35,486	42,149	49,247	38.78%
3	Hong Kong	41,076	42,123	46,266	12.64%
4	USA	17,742	22,456	23,704	33.60%
5	Italy	12,533	14,119	13,017	3.86%
6	Germany	9,870	11,729	12,362	25.25%
7	Republic of Korea	4,955	7,197	5,923	19.54%
8	UK	3,401	6,654	5,384	58.31%
9	Netherlands	3,015	3,556	4,243	40.73%
10	France	2,956	3,176	3,967	34.20%

- Global Wigs of Human Hair Export Market Share from 2010 to 2012

NO.	Country/Region	Export Value Percentage		
		2010	2011	2012
1	China	85.70%	84.74%	86.15%
2	Indonesia	3.46%	3.57%	3.58%
3	Hong Kong	4.00%	3.57%	3.36%
4	USA	1.73%	1.90%	1.72%
5	Italy	1.22%	1.20%	0.95%
6	Germany	0.96%	0.99%	0.90%
7	Republic of Korea	0.48%	0.61%	0.43%
8	UK	0.33%	0.56%	0.39%
9	Netherlands	0.29%	0.30%	0.31%
10	France	0.29%	0.27%	0.29%

The total export value of global wigs of human hair reached to 1.027 billion US dollars, 1.18 billion US dollars and 1.376 billion US dollars respectively from 2010 to 2012. The export value of 2012 increased with a quick growth by 34.05% compared to 2010.

Wigs of human hair's main exporting countries are China, Indonesia and Hong Kong and the export value of the three countries/regions accounted for 93.09% of the global total export value.

China is the world's most important exporter of wigs of human hair. China's export value of wigs of human hair in 2012 increased by 34.76% compared to 2010, which amounted to 1.185 billion US dollars, accounting for 86.15% of global total export value of 2012. The industry exporting source areas are highly concentrated.

2.5. Global Wigs of Other Materials Export Analysis from 2010 to 2012

- Global Wigs of Other Materials Export Market from 2010 to 2012

NO.	Country/Region	Export Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
	Global	707,124	1,006,599	1,123,493	58.88%
1	China	635,736	905,088	1,023,321	60.97%
2	Indonesia	28,621	42,072	48,321	68.83%
3	Thailand	12,945	12,165	12,057	-6.86%
4	Republic of Korea	6,903	13,556	8,177	18.46%
5	USA	5,284	7,104	7,476	41.48%
6	Mozambique	4,199	9,061	5,423	29.15%
7	Hong Kong	2,173	2,357	4,064	87.02%
8	Italy	822	1,880	1,984	141.36%
9	Denmark	11	60	1,457	13145.45%
10	Taiwan	1,047	974	1,252	19.58%

- Global Wigs of Other Materials Export Market Share from 2010 to 2012

NO.	Country/Region	Export Value Percentage		
		2010	2011	2012
1	China	89.90%	89.92%	91.08%
2	Indonesia	4.05%	4.18%	4.30%
3	Thailand	1.83%	1.21%	1.07%
4	Republic of Korea	0.98%	1.35%	0.73%
5	USA	0.75%	0.71%	0.67%
6	Mozambique	0.59%	0.90%	0.48%
7	Hong Kong	0.31%	0.23%	0.36%
8	Italy	0.12%	0.19%	0.18%
9	Denmark	0.00%	0.01%	0.13%
10	Taiwan	0.15%	0.10%	0.11%

The total export value of global wigs of other materials reached to 707 million US dollars, 1007 million US dollars and 1123 million US dollars respectively from 2010 to 2012. The export value of 2012 increased by 58.88% compared to 2010.

Wigs of other materials' main exporting countries are China, Indonesia and Thailand and the export value of the three countries/regions accounted for 96.45% of the global total export value. Among the top ten exporting markets from 2010 to 2012, the export value of Denmark and Italy increased with a quick growth by 13145.45% and 141.36% separately.

China is the world's most important exporter of wigs of other materials, global more than 90% wigs of other materials are imported from China and the industry exporting source areas are highly concentrated. China's export value of wigs of other materials in 2012 increased by 60.97% compared to 2010, which amounted to 1023 million US dollars, accounting for 91.08% of global total export value of 2012.

Source: UN Comtrade

3. China Wigs Exports

3.1. China Wigs Exports from Jan. to Sep. in 2013

Month	Volume (kg)	Value (USD)	YOY	
			Volume	Value
January	3,663,286	218,786,633	-5.4%	-0.6%
February	2,614,365	167,777,653	44.8%	48.8%
March	2,806,879	202,823,652	-31.7%	-19.2%
April	3,628,523	233,369,105	-7.9%	-3.5%
May	4,310,113	258,444,861	-3.9%	-2.0%
June	4,651,289	275,071,289	4.8%	2.4%
July	4,918,788	281,375,849	18.0%	27.5%
August	5,011,877	284,773,515	7.5%	25.0%
September	4,371,941	269,587,139	-2.7%	16.7%
Jan.-Sep. Total	35,977,061	2,192,009,696	0.0%	7.6%

From Jan. to Sep. in 2013, our country exported 36,000 ton wigs, which is impartial with the same time of 2012. The export value amounted to is 2.192 billion US dollars, with an increase of 7.6% year on year.

- China Wigs Export Countries/Regions Distribution from Jan. to Sep. in 2013

NO.	Country/Region	Volume (kg)	Value (USD)	YOY	
				Volume	Value
1	USA	12,078,089	884,123,626	-11.8%	-5.8%
2	Benin	2,196,186	202,100,260	-19.7%	-4.3%
3	Nigeria	2,760,361	184,365,514	24.7%	38.4%
4	South Africa	2,907,287	138,258,196	22.4%	35.3%
5	Hong Kong	1,261,381	99,950,617	22.0%	50.0%
6	Japan	943,720	80,703,557	-9.0%	-0.1%
7	UK	987,219	76,413,387	-2.8%	2.3%
8	Ghana	899,325	71,373,177	4.2%	28.3%
9	UAE	568,972	44,524,420	49.2%	336.2%
10	France	505,442	32,898,946	-0.6%	6.8%
11	Cote d'Ivoire	452,800	27,347,673	13.6%	1.3%
12	Republic of Korea	286,949	25,631,141	-35.0%	-11.8%
13	Germany	488,052	23,535,123	-14.3%	-27.8%
14	The Russian Federation	732,603	23,368,040	-4.5%	74.3%
15	Democratic Republic of the Congo	293,138	16,811,954	14.9%	-4.9%
16	Angola	301,812	14,704,064	59.9%	68.0%
17	Tanzania	299,724	12,715,983	25.3%	75.0%
18	Belgium	182,700	12,455,147	73.7%	508.8%
19	Canada	267,788	12,383,145	-7.3%	-9.1%
20	Italy	255,771	11,667,622	5.1%	-0.1%

Our wig products were mainly exported to the United States, Benin, Nigeria, South Africa, Hong Kong, Japan, the UK, Ghana, the UAE and France from Jan. to Sep. in 2013.

The United States is China's most important export market for wigs. During the first nine months of 2013, China's export value of wigs to the United States accounted for 40% of China's total export value of wigs.

From Jan. to Sep. in 2013, China's export value of wigs to UAE and Belgium increased by 336.2% and 508.8% respectively.

● China Wigs Main Export Source Areas from Jan. to Sep. in 2013

Region	Volume (kg)	Value (USD)	YOY	
			Volume	Value
Henan	10,820,430	1,126,192,632	-13.8%	-1.7%
Shandong	8,161,802	530,349,610	9.1%	9.3%
Hunan	524,351	94,876,407	20.4%	23.5%
Guangdong	3,922,026	75,404,444	-0.6%	33.8%
Anhui	452,826	73,894,427	-0.7%	9.7%
Zhejiang	7,727,237	59,640,740	14.4%	35.4%
Jiangxi	670,572	40,394,678	-19.1%	29.7%
Chongqing	263,635	37,254,770	30.0%	30.3%
Xinjiang Uygur Autonomous Region	280,778	32,518,123	764.2%	915.9%
Liaoning	201,470	21,857,934	-14.9%	26.7%
Tianjin	685,678	16,986,622	-9.2%	-16.1%
Jiangsu	522,419	12,838,977	75.2%	99.8%
Hebei	169,399	11,955,937	19.1%	15.2%
Heilongjiang	488,497	11,214,996	-12.5%	208.1%
Sichuan	98,007	9,042,828	-48.5%	3.4%
Fujian	294,905	6,987,218	-29.4%	-37.9%
Hubei	52,960	6,742,314	355.3%	1977.5%
Beijing	31,883	5,167,164	131.8%	218.1%
Yunnan	327,458	4,493,462	-13.3%	-42.2%
Shanghai	215,548	3,467,403	-9.6%	-51.1%
Inner Mongolia Autonomous Region	17,195	3,002,293	0.0%	0.0%
Guizhou	16,116	2,767,951	-48.9%	-37.7%
Gansu	13,431	2,355,743	0.0%	0.0%
Shanxi	15,928	1,912,603	31756.0%	813773.6%
Tibet	1,775	638,303	-62.5%	208.1%
Qinghai	116	44,467	0.0%	0.0%
Guangxi Zhuang Autonomous Region	330	6,000	-93.9%	-87.4%
Jilin	150	955	0.0%	0.0%
Ningxia Hui Autonomous Region	139	695	0.0%	0.0%

From Jan. to Sep. in 2013, Henan, Shandong, Hunan, Guangdong and Anhui Province are China's major wigs export source areas. Among them, the export value of wig products in Henan accounted for more than 50% of the total export value of our country, while the export value of Shandong accounted for nearly 1/4 of the total export value, and the exporting source areas are highly concentrated.

Henan mainly exported wigs of human hair and other materials while Shandong was the largest export source area of complete wigs of synthetic materials and wigs of synthetic materials of our country.

- Wig Industry Export Products Distribution from Jan. to Sep. in 2013

Product Name	Volume (kg)	Value (USD)	YOY	
			Volume	Value
Wigs of Human Hair	6,607,253	1,131,805,363	23.0%	31.8%
Wigs of Other Materials	9,915,128	680,277,524	-21.6%	-17.6%
Wigs of Synthetic Materials	10,413,375	247,582,302	18.9%	10.3%
Complete Wigs of Synthetic Materials	9,041,305	132,344,507	-1.6%	2.6%

From Jan. to Sep. in 2013, our country exported 6600 ton wigs of human hair, which accounted for 18.37% of the total exports of wigs. The export value reached to 1.132 billion US dollars, which accounted for 51.63% of the total export value. The export volume of wigs of other materials amounted to 9900 ton, which accounted for 27.56% of the total exports. The export value reached to 680 million US dollars, which accounted for 31.03% of the total export value. The export volume of wigs of synthetic materials amounted to 10400 ton and the export value reached to 248 million US dollars, which accounted for 28.94% of the total export volume and 11.29% of the total export value. The export volume of complete wigs of synthetic materials amounted to 9000 ton during the first nine months of 2013 and the export value reached to 132 million US dollars, which accounted for 25.13% of the total export volume and 6.04% of the total export value.

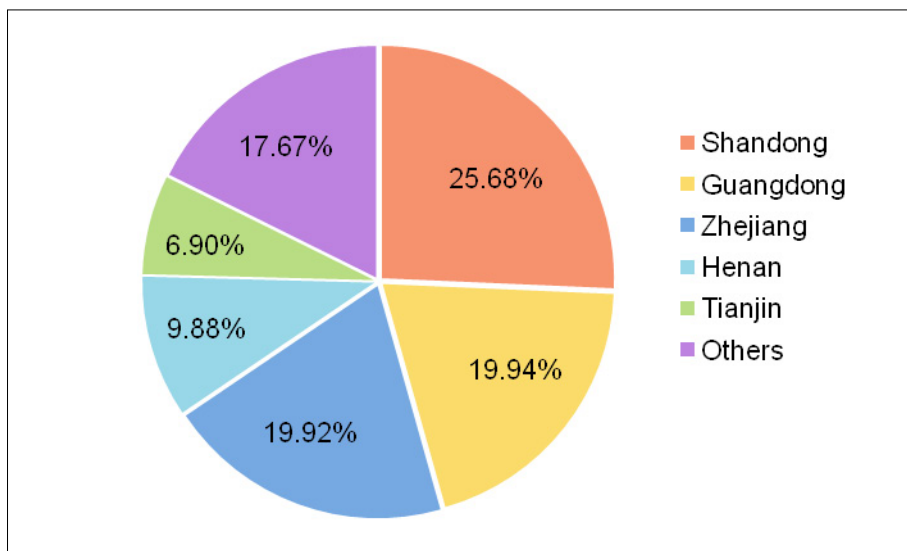
- Wig Export Unit Price from Jan. to Sep. in 2013

Product Name	Unit Price (USD/kg)
Wigs of Human Hair	171.3
Wigs of Other Materials	68.61
Wigs of Synthetic Materials	23.78
Complete Wigs of Synthetic Materials	14.64

Among the wig products in 2013, the export unit price of wigs of human hair is the highest, up to 171.3 USD/kg. Followed by wigs of other materials, the export unit price is 68.61 USD/kg. The export unit price of synthetic wig products is lower. The export unit price of wigs of synthetic materials is 23.78 USD/kg and the export unit price of complete wigs of synthetic materials is 14.64 USD/kg.

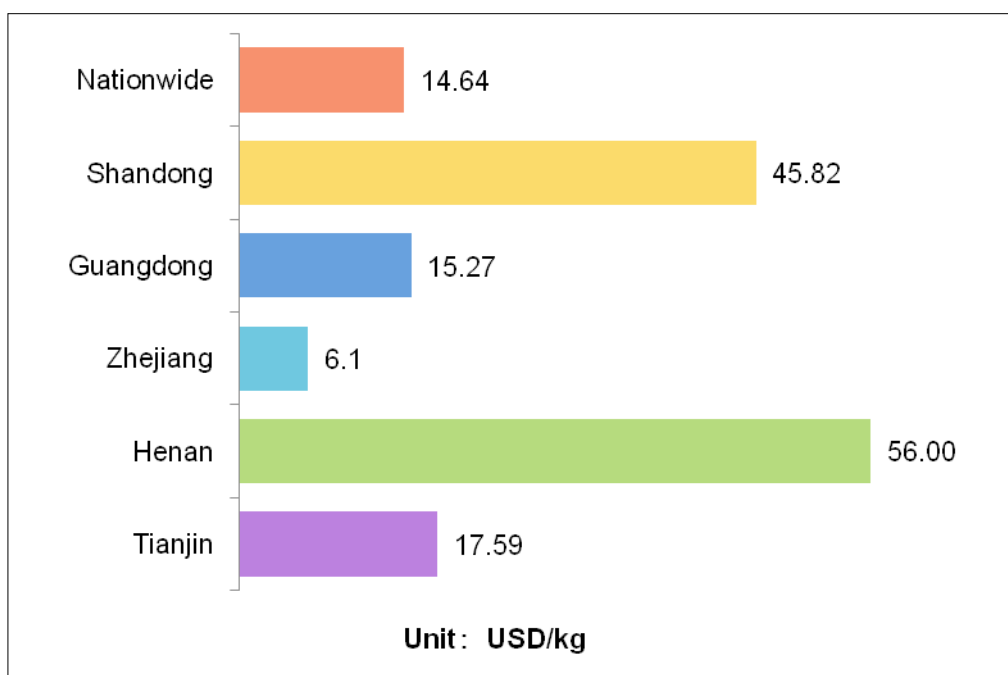
3.2. China Complete Wigs of Synthetic Materials Exports from Jan. to Sep. in 2013

- Complete Wigs of Synthetic Materials Main Export Source Areas from Jan. to Sep. in 2013



From Jan. to Sep. in 2013, Shandong, Guangdong, Zhejiang, Henan and Tianjin are complete wigs of synthetic materials main export source areas. The export value of the above five provinces and cities accounted for 82.33% of the total export value. China's complete wigs of synthetic materials mainly exported to the United States, Hong Kong, Nigeria, Japan, South Africa, Britain, Russia, Germany, Angola and France.

- Complete Wigs of Synthetic Materials Main Export Source Areas Unit Price from Jan. to Sep. in 2013

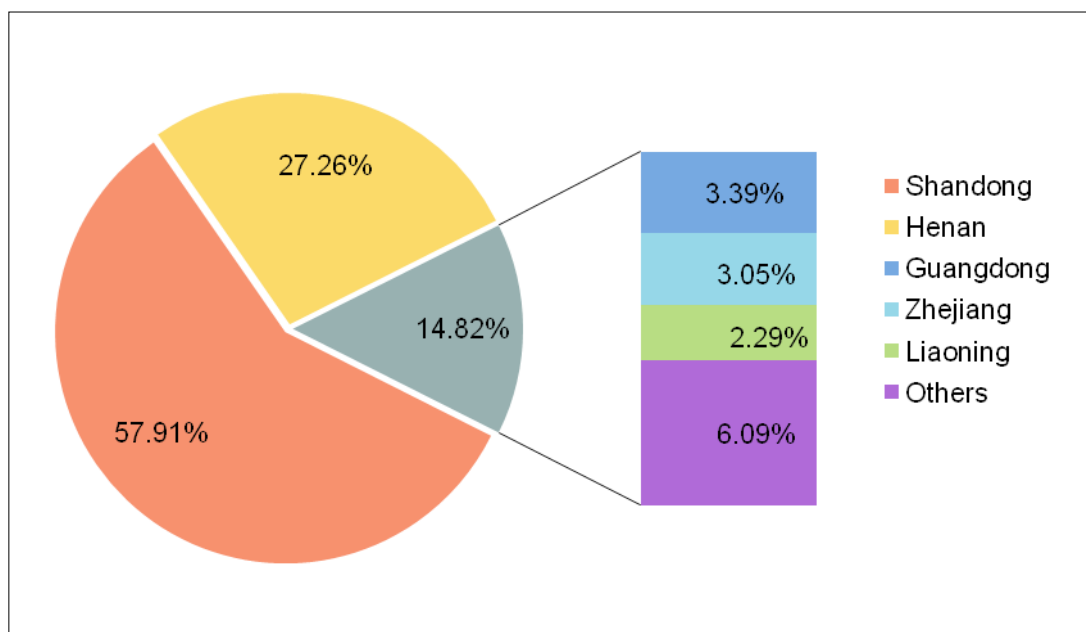


The average export unit price of the first nine months of 2013 of complete wigs of synthetic materials is 14.64 USD/kg. And the average export unit price of Shandong, Guangdong, Zhejiang, Henan and Tianjin is 45.82 USD/kg, 15.27 USD/kg, 6.10 USD/kg, 56.00 USD/kg and 17.59 USD/kg separately. The average export unit price of Guangdong and Tianjin is close to the industry export unit price, and the export unit price of Shandong and Henan is respectively 3.1 and 3.8 times of the industry export unit price. From the analysis of export average unit price, Shandong and Henan mainly export high-grade complete wigs of synthetic materials. Guangdong and Tianjin mainly export middle-grade complete wigs of synthetic materials, while cheap complete wigs of synthetic materials are mainly from Zhejiang.

Among the cities, the highest export value of complete wigs of synthetic materials is in Yiwu, Zhejiang. 81.2% of Zhejiang complete wigs of synthetic materials are from Yiwu, with an average export unit price of 5.78 USD/kg. About 40% of Shandong complete wigs of synthetic materials are from Qingdao, with an average export unit price of 47.50 USD/kg. 41.1% of Guangdong complete wigs of synthetic materials are from Shenzhen, with an average export unit price of 20.77 USD/kg. And 75% of Henan complete wigs of synthetic materials are from Xuchang, with an average export unit price of 61.69 USD/kg.

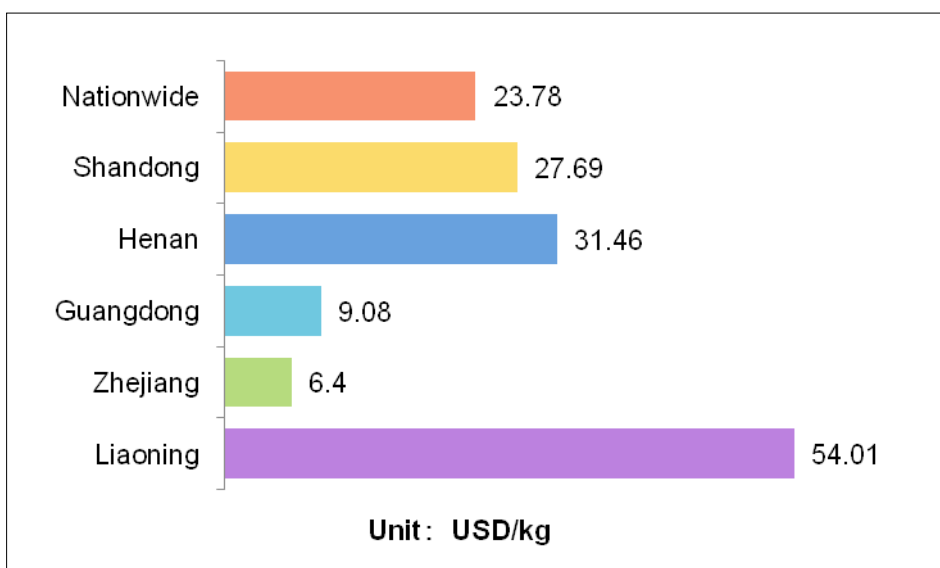
3.3. China Wigs of Synthetic Materials Exports from Jan. to Sep. in 2013

- Wigs of Synthetic Materials Main Export Source Areas from Jan. to Sep. in 2013



From Jan. to Sep. in 2013, Shandong, Henan, Guangdong, Zhejiang and Liaoning are wigs of synthetic materials main export source areas, among of which, the export value of Shandong and Henan accounted for 57.91% and 27.26% of the total export value separately. The export value of the above five provinces accounted for 93.91% of the total export value. China's wigs of synthetic materials mainly exported to the United States, Nigeria, South Africa, Japan, Hong Kong, Ghana, Benin, the United Kingdom, France and South Korea.

- Wigs of Synthetic Materials Main Export Source Areas Unit Price from Jan. to Sep. in 2013

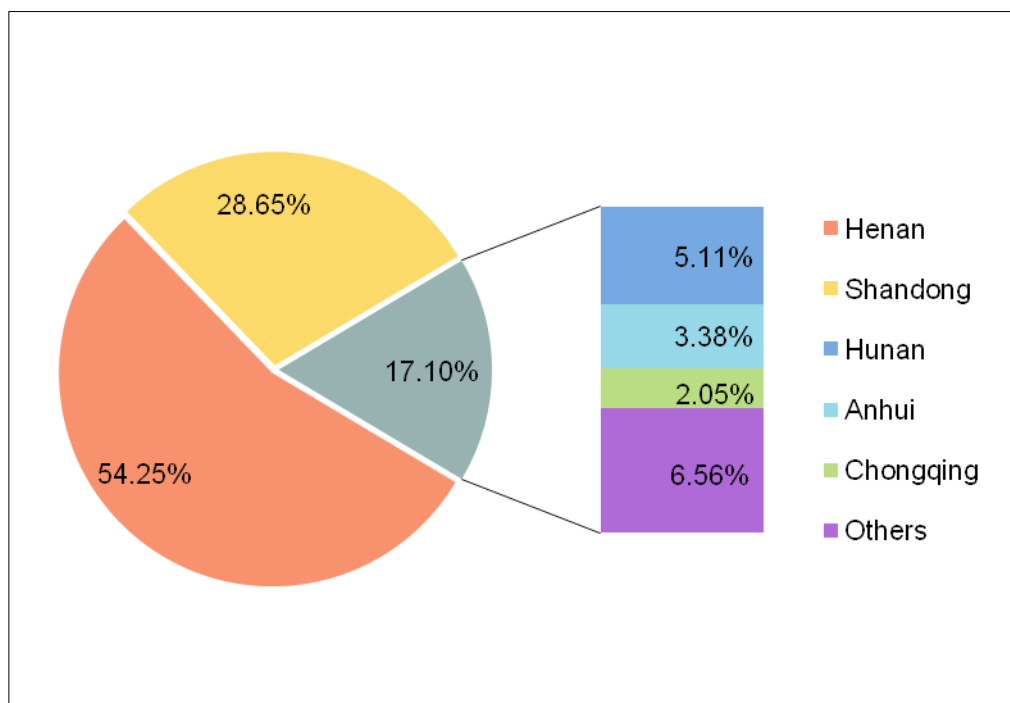


The average export unit price of the first nine months of 2013 of wigs of synthetic materials is 23.78 USD/kg. And the average export unit price of Shandong, Henan, Guangdong, Zhejiang and Liaoning is 27.69 USD/kg, 31.46 USD/kg, 9.08 USD/kg, 6.40 USD/kg and 54.01 USD/kg separately. From the analysis of export average unit price, Liaoning mainly exports high-grade wigs of synthetic materials. Shandong and Henan mainly export middle-grade wigs of synthetic materials, while cheap complete wigs of synthetic materials are mainly from Guangdong and Zhejiang.

Among the cities, the highest export value of wigs of synthetic materials is in Xuchang, Henan, and the other four, Qingdao, Jiaozhou, Heze and Weifang all belong to Shandong province. In the above five districts except for Heze in Shandong, the average export unit price of which is about twice the nation average export unit price, the other four districts' average export unit price is close to the nation average export unit price.

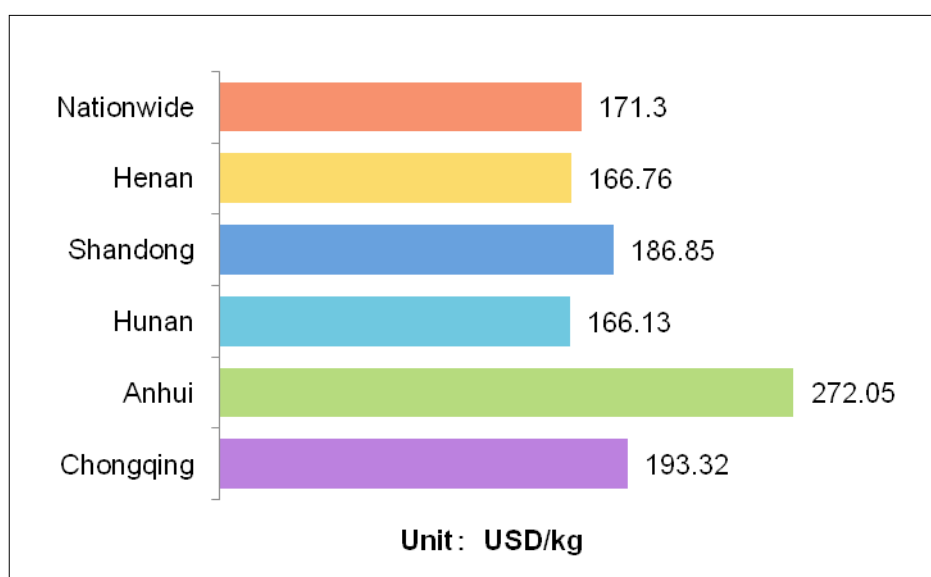
3.4. China Wigs of Human Hair Exports from Jan. to Sep. in 2013

- Wigs of Human Hair Main Export Source Areas from Jan. to Sep. in 2013



From Jan. to Sep. in 2013, Henan, Shandong, Hunan, Anhui and Chongqing are wigs of human hair main export source areas, among of which, the export value of Henan and Shandong accounted for 54.25% and 28.65% of the total export value separately. The export value of the above five provinces accounted for 93.44% of the total export value. China's wigs of human hair mainly exported to the United States, Nigeria, the United Kingdom, Benin, Japan, Hong Kong, the UAE, and South Africa, Ghana and France.

- Wigs of Human Hair Main Export Source Areas Unit Price from Jan. to Sep. in 2013

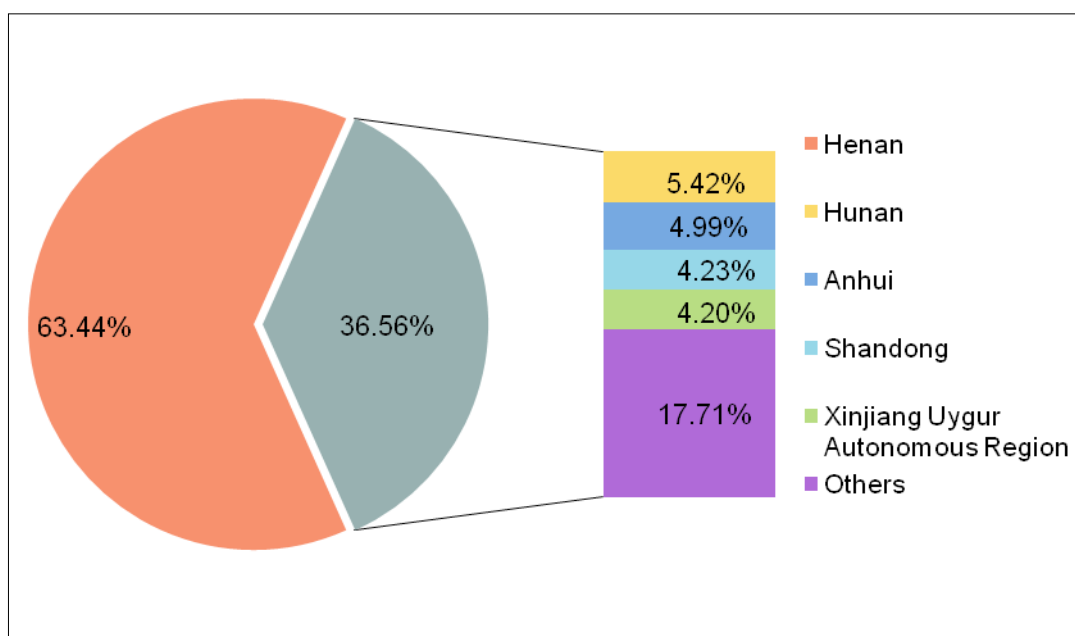


The average export unit price of the first nine months of 2013 of wigs of human hair is 171.3 USD/kg. And the average export unit price of Henan, Shandong, Hunan, Anhui and Chongqing is 166.76 USD/kg, 186.85 USD/kg, 166.13 USD/kg, 272.05 USD/kg and 193.32 USD/kg separately.

Among the cities, among the five districts of the highest export value of wigs of human hair, Shandong monopolizes 3 seats, and the highest export value in Xuchang, Henan. Qingdao, Jiaoze and Jiaozhou in Shandong ranked from the second to the fourth successively, and Shaoyang in Hunan ranked the fifth.

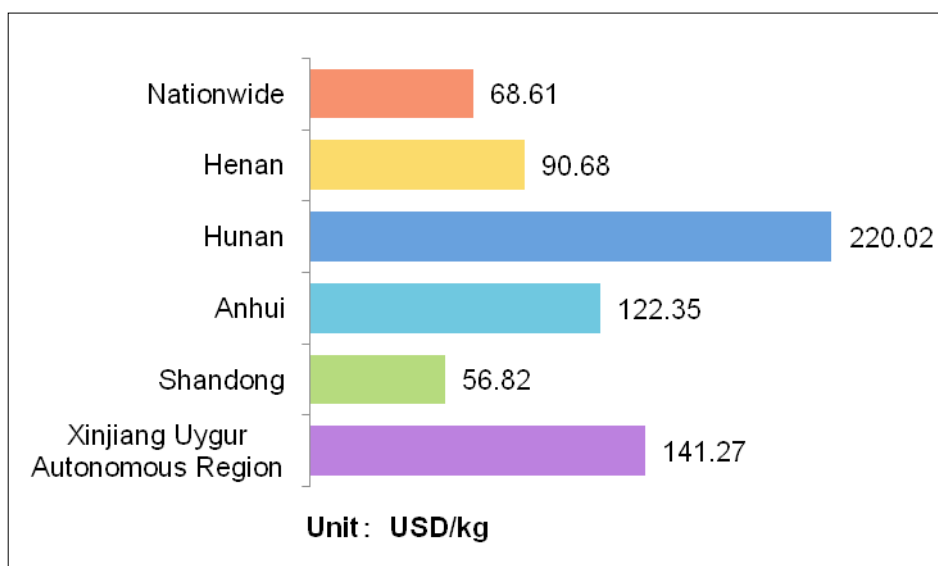
3.5. China Wigs of Other Materials Exports from Jan. to Sep. in 2013

- Wigs of Other Materials Main Export Source Areas from Jan. to Sep. in 2013



From Jan. to Sep. in 2013, Henan, Hunan, Anhui, Shandong and Xinjiang Uygur Autonomous Region are wigs of other materials main export source areas, among of which, the export value of Henan accounted for 63.44% of the total export value. The export value of the above five provinces accounted for 82.29% of the total export value. China's wigs of other materials mainly exported to the United States, Benin, South Africa, Nigeria, Hong Kong, Ghana, Cote d'Ivoire, Japan, South Korea and the United Arab Emirates.

- Wigs of Other Materials Main Export Source Areas Unit Price from Jan. to Sep. in 2013



The average export unit price of the first nine months of 2013 of wigs of other materials is 68.61 USD/kg. And the average export unit price of Henan, Hunan, Anhui, Shandong and Xinjiang Uygur Autonomous Region is 90.68 USD/kg, 220.02 USD/kg, 122.35 USD/kg, 56.82 USD/kg and 141.27 USD/kg separately.

Among the cities, among the five districts of the highest export value of wigs of other materials, Henan monopolizes 3 seats. Xuchang, Luohe and Zhoukou in Henan ranked the first, the second and the fourth successively, and Shaoyang in Hunan ranked the third, Fuyang in Anhui ranked the fifth.

Source: Customs Information Network

4. Wig Industry Suppliers Situation on Made-in-China.com

4.1. Wig Industry Product Concern on Made-in-China.com

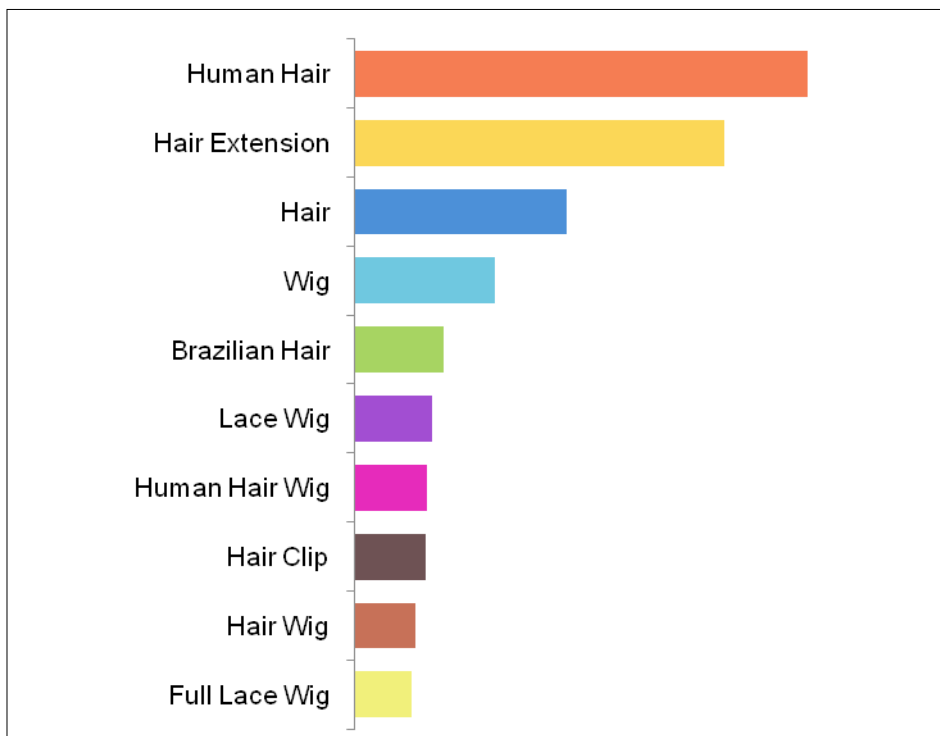
Statistical time: November 2012-October 2013



From November 2012 to October 2013, buyers paid the highest attention to products under Hair Extension catalog, which was followed by wig in the wigs industry.

4.2. Wig Industry Hot Search Keywords on Made-in-China.com

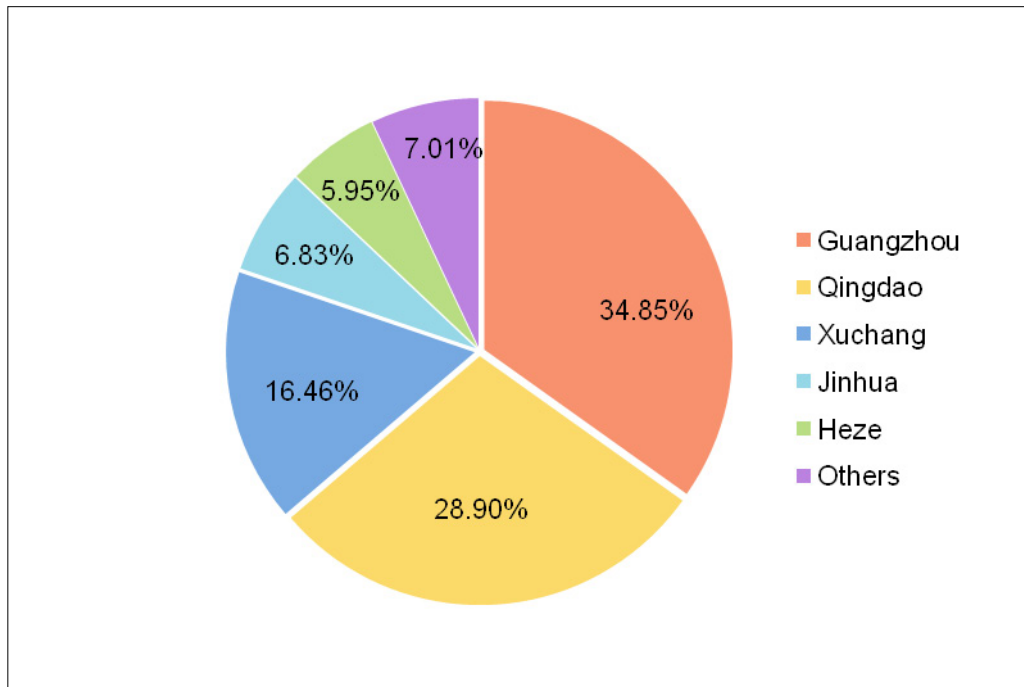
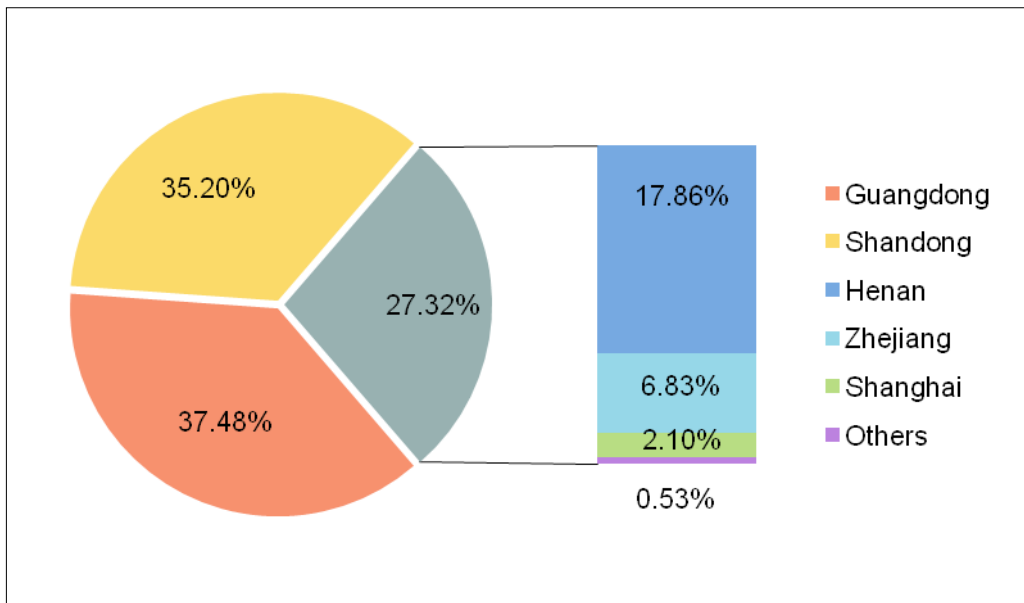
Statistical time: August to October in 2013



Wig industry the hottest search keyword from August to October in 2013 is Human Hair, which followed by Hair Extension and Hair.

4.3. Wig Industry Suppliers Distribution on Made-in-China.com

Statistical time: November 2012-October 2013






The gold members on Made-in-China.com from November in 2012 to October in 2013 mainly located in Guangdong, Shandong, Henan, Zhejiang and Shanghai, which was basically consistent with our export markets of wigs. Among them, members of Guangdong, Guangzhou accounted for a higher proportion of 34.85% of the total membership of this industry.

Guangdong province mainly exported lady wigs of synthetic materials, which were fashion designed and with advanced technology and high cost performance. From Jan. to Sep. in 2013, the export value of wigs of other materials decreased by 17.6% compared to the same period of 2012, but the export value of wigs of other materials in Guangdong sharply increased by 136.4% and the year-on-year growth is more than 300%.

Source: Made-in-China.com

4.4. High Quality Manufacturers/Suppliers on Made-in-China.com

Quality Suppliers	Hot Products
<p>Guangzhou Hongye Import & Export Co., Ltd. Showroom: http://hongye2011.en.made-in-china.com/</p>	
<p>Guangzhou Golden Perfect Human Hair Co., Ltd. Showroom: http://goldenperfect168.en.made-in-china.com/</p>	
<p>Qingdao Lisi Hair Products Co., Ltd. Showroom: http://qdlisihair.en.made-in-china.com/</p>	

Guangzhou Fadianxiu Beauty Hair Firm
Showroom: <http://fadianxiu.en.made-in-china.com/>



Guangzhou Laizy Import & Export Co., Ltd.
Showroom: <http://gzlaizy.en.made-in-china.com/>



Shanghai Ocean Int'l Corp., Ltd.
Showroom: <http://shocean.en.made-in-china.com/>



Guangzhou Kabeilu Trading Co., Ltd.
Showroom: <http://kabeilu.en.made-in-china.com/>

 Guangzhou Kabeilu Trading Co., Ltd



Guangzhou Loks Hair Arts & Crafts Co., Ltd.
Showroom: <http://lokshair.en.made-in-china.com/>



Guangzhou Labor Hair Factory
Showroom: <http://laborhair.en.made-in-china.com/>



Xuchang Top Fashion Hair Products Co., Ltd.
Showroom: <http://chinabesthair.en.made-in-china.com/>



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

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Web: <http://www.made-in-china.com/communication/market-analysis.html>



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