

2011-2014 Festive Supplies

Industry Analysis Report

2014.10



Catalog

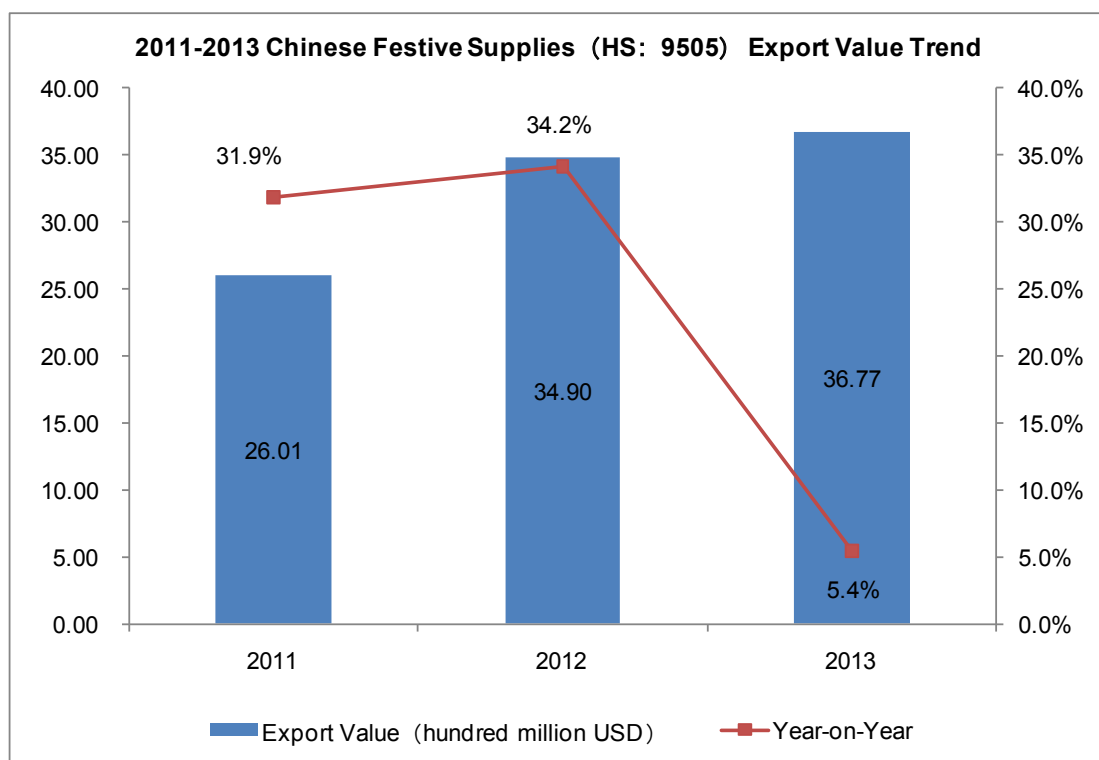
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Note:

HS Code	Product Name
9505	Festive, carnival or other entertainment articles, including conjuring tricks and novelty jokes

1. 2011-2013 Chinese Festive Supplies (HS: 9505) Export Trend Analysis

1.1. 2011-2013 Chinese Festive Supplies Export Value Trend



As can be seen from the above chart, the export value of Chinese festive supplies showed an increasing trend year by year. The accumulative export value of 2013 amounted to 3.677 billion dollars, increased 5.4% compared to 2012.

1.2. 2011-2013 Chinese Festive Supplies Export Market Analysis

No.	Countries / Regions	Export Value (U.S. dollar)			Exports in 2013 compared with exports in 2011
		2011	2012	2013	
1	USA	1,087,330,366	1,386,412,045	1,424,595,627	31.02%
2	United Kingdom	184,518,084	207,207,833	248,870,437	34.88%
3	Canada	103,834,931	150,018,643	167,544,418	61.36%
4	Netherlands	124,179,060	170,891,275	155,820,064	25.48%
5	Germany	131,334,501	148,320,167	146,996,273	11.93%
6	Singapore	13,906,249	64,590,597	91,764,030	559.88%
7	Brazil	47,530,105	106,500,077	88,012,835	85.17%
8	Italy	87,383,528	91,430,464	86,975,690	-0.47%
9	Russian Federation	59,313,839	73,865,511	83,582,596	40.92%
10	Iran	10,132,301	12,831,066	71,396,097	604.64%
11	Australia	36,364,627	64,694,824	71,055,106	95.40%
12	France	46,600,640	53,195,718	69,621,982	49.40%
13	Hong Kong	34,812,956	44,771,185	59,073,329	69.69%
14	Malaysia	14,237,259	37,517,205	58,715,795	312.41%
15	Mexico	37,213,848	69,166,830	57,103,055	53.45%
16	Japan	42,834,348	44,248,857	54,638,456	27.56%
17	Panama	29,672,983	57,650,237	49,458,729	66.68%
18	Chile	24,898,612	47,125,278	46,523,437	86.85%
19	India	15,056,114	25,791,641	41,093,925	172.94%
20	Spanish	48,099,097	39,222,019	37,661,917	-21.70%

The top three export markets of Chinese festive supplies were USA, United Kingdom and Canada. In 2013, the export value to USA, United Kingdom and Canada was 1.425 billion dollars, 0.249 billion dollars and 0.168 billion dollars respectively, which increased 31.02%, 34.88% and 61.36% compared to 2011. Among the above twenty export markets, the export value to Iran showed the biggest increase, which increased 604.64% compared to 2011.

1.3. 2011-2013 Chinese Festive Supplies Export Market Share Analysis

No.	Countries / Regions	Value Percentage		
		2011	2012	2013
1	USA↓	41.80%	39.73%	38.75%
2	United Kingdom	7.09%	5.94%	6.77%
3	Canada↑	3.99%	4.30%	4.56%
4	Netherlands	4.77%	4.90%	4.24%
5	Germany↓	5.05%	4.25%	4.00%
6	Singapore↑	0.53%	1.85%	2.50%
7	Brazil	1.83%	3.05%	2.39%
8	Italy↓	3.36%	2.62%	2.37%
9	Russian Federation	2.28%	2.12%	2.27%
10	Iran	0.39%	0.37%	1.94%
11	Australia↑	1.40%	1.85%	1.93%
12	France	1.79%	1.52%	1.89%
13	Hong Kong	1.34%	1.28%	1.61%
14	Malaysia↑	0.55%	1.08%	1.60%
15	Mexico	1.43%	1.98%	1.55%
16	Japan	1.65%	1.27%	1.49%
17	Panama	1.14%	1.65%	1.35%
18	Chile	0.96%	1.35%	1.27%
19	India↑	0.58%	0.74%	1.12%
20	Spanish↓	1.85%	1.12%	1.02%

Note: “↑” represents that the indicators listed continued to increase from 2011 to 2013, “↓” represents that the indicators listed continued to decrease from 2011 to 2013.

According to the data of 2013, USA, United Kingdom and Canada were the top three export market for Chinese festive supplies, which respectively accounted for 38.75%, 6.77% and 4.56% of the total export value of festive supplies in 2013.

Judging from the export market share trend, the countries whose market share continued to grow were Canada, Singapore, Australia, Malaysia and India. While, the countries whose market share dropped continuously were USA, Germany, Italy and Spanish.

2. 2014 Jan. to Mar. Chinese Festive Supplies (HS: 9505) Industry Export Situation

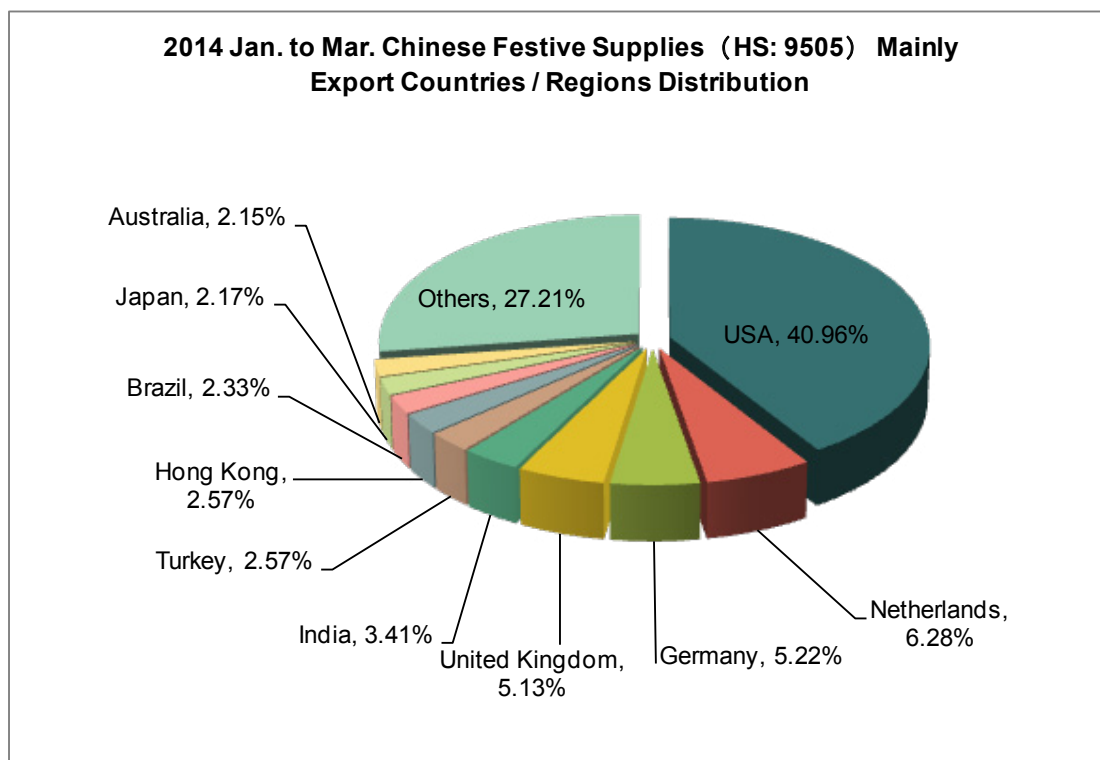
2.1. 2014 Jan. to Mar. Chinese Festive Supplies Export Volume and Value

Month	Volume (Kg)	Value (U.S. dollar)	Year on Year	
			Volume	Value
Jan.	9,281,279	51,566,351	-1.8%	-13.5%
Feb.	4,467,194	21,614,075	-29.2%	-41.5%
Mar.	5,868,607	28,858,190	-22.4%	-53.7%
Total	19,617,080	102,038,616	-15.9%	-35.8%

From Jan. to Mar. in 2014, the export value of Chinese festive supplies amounted to 0.102 billion dollars, declined 35.8% year on year.

2.2. 2014 Jan. to Mar. Chinese Festive Supplies Mainly Export Countries / Regions Distribution

No.	Countries / Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	USA	9,399,870	41,798,621	33.6%	7%
2	Netherlands	906,789	6,407,865	-5.8%	-31.1%
3	Germany	586,818	5,323,085	-42.6%	-47.8%
4	United Kingdom	802,082	5,233,390	-19.3%	-47%
5	India	1,496,857	3,480,222	-13.4%	-25.9%
6	Turkey	257,976	2,624,183	157.5%	254.1%
7	Hong Kong	513,770	2,622,095	-42%	-35.3%
8	Brazil	355,438	2,375,597	-43%	-51.8%
9	Japan	228,364	2,215,239	16.7%	12.4%
10	Australia	261,296	2,190,375	-6.9%	-13.5%
11	Italy	407,055	2,111,624	-19.7%	-51.5%
12	Indonesia	239,446	2,029,440	92.3%	133.4%
13	Russian Federation	353,477	1,916,435	-59.2%	-19.4%
14	Canada	352,113	1,400,403	-24.5%	-55.1%
15	Togo	244,010	1,372,066	0	0
16	Singapore	126,481	1,122,710	-83.8%	-81.7%
17	Belgium	226,475	1,082,205	38.9%	-29.8%
18	France	160,579	996,575	-78.2%	-84.5%
19	Malaysia	118,657	954,617	-66%	-74.4%
20	Republic of Korea	65,743	845,431	-13.2%	-14%



From Jan. to Mar. in 2014, the mainly export market for Chinese festive supplies were USA, Netherlands, Germany, United Kingdom, etc. Among them, the export value to USA accounted for 40.96% of the total export value of Chinese festive supplies.

2.3. 2014 Jan. to Mar. Chinese Festive Supplies Original Export Places

No.	Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	Guangdong	9,690,261	41,495,976	8.1%	-8.2%
2	Zhejiang	5,043,061	23,049,401	6%	20.8%
3	Jiangsu	741,702	7,388,353	-14.2%	-6.3%
4	Liaoning	427,770	4,741,108	14.1%	26.2%
5	Fujian	1,034,984	4,238,184	-7.2%	-19.7%
6	Sichuan	326,542	3,266,394	110.7%	62.2%
7	Shandong	320,037	2,525,988	-66.9%	-67.8%
8	Tianjin	340,972	2,444,309	269.6%	316.3%
9	Henan	172,880	2,188,216	-90.2%	-90.8%
10	Anhui	439,835	1,911,829	-80.5%	-93.1%

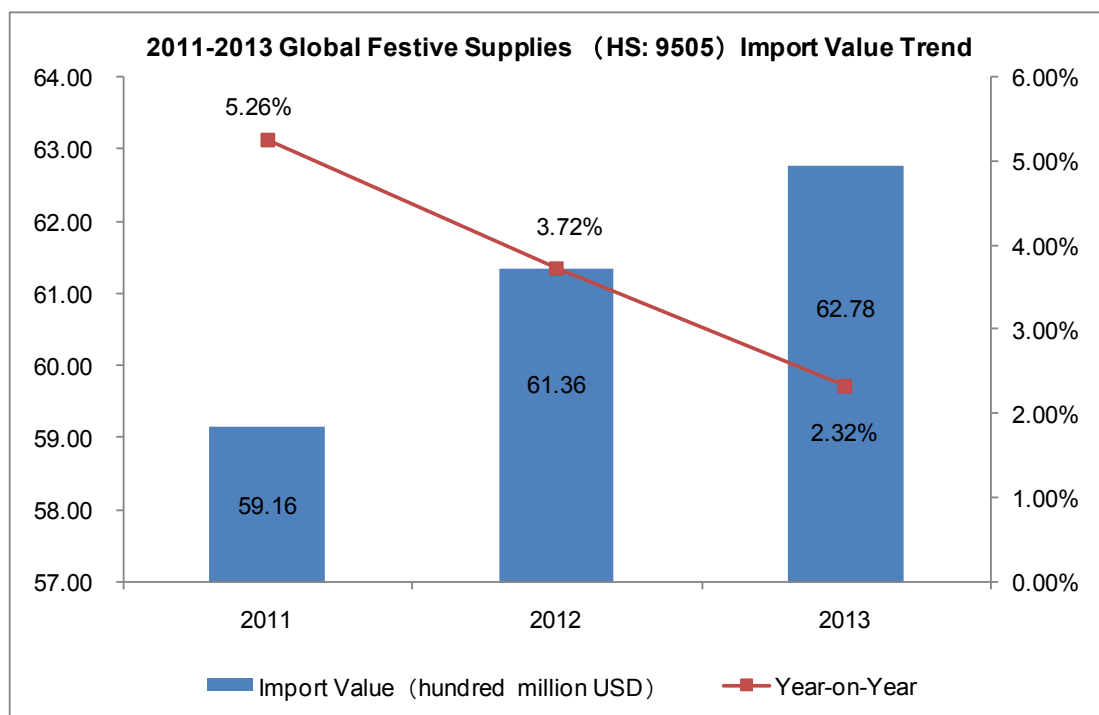
From Jan. to Mar. in 2014, the mainly original export places of Chinese festive supplies were Guangdong, Zhejiang and Jiangsu. Among them, the export value of Guangdong accounted for 40.67% of the total export value of festive supplies. And Zhejiang accounted for 22.59%, Jiangsu accounted for 7.24%.

(Source: China Customs)

3. Global Festive Supplies (HS: 9505) Industry Import and Export Trend Analysis

3.1. 2011-2013 Global Festive Supplies Import Trend Analysis

3.1.1. 2011-2013 Global Festive Supplies Import Value Trend



From 2011 to 2013, the global import value of festive supplies showed an increasing trend year by year. The three year's total import value was respectively 5.916 billion dollars, 6.136 billion dollars and 6.278 billion dollars. Among them, the import value of 2013 increased 2.32%, compared to the same period of the year 2012.

3.1.2. 2011-2013 Global Festive Supplies Mainly Import Countries / Regions

No.	Countries / Regions	Import Value (Thousand Dollars)			Exports in 2013 compared with exports in 2011
		2011	2012	2013	
1	USA	2,736,057	2,829,036	2,897,007	5.88%
2	United Kingdom	369,712	364,202	401,214	8.52%
3	Canada	346,959	367,887	396,207	14.19%
4	Germany	257,550	229,872	222,987	-13.42%
5	France	178,974	189,791	181,916	1.64%
6	Netherlands	139,347	170,045	162,714	16.77%
7	Italy	191,470	149,694	145,977	-23.76%
8	Russian Federation	94,494	149,460	125,464	32.77%
9	Australia	83,438	97,700	109,950	31.77%
10	Belgium	121,929	102,505	109,232	-10.41%
11	Mexico	83,732	88,209	94,432	12.78%
12	Iran	1,698	13,250	71,953	4137.51%
13	Hong Kong	152,345	144,949	67,899	-55.43%
14	Brazil	56,408	67,766	64,151	13.73%
15	Spanish	84,599	66,853	63,328	-25.14%
16	Chile	41,944	46,530	62,065	47.97%
17	Austria	79,389	59,173	58,362	-26.49%
18	Japan	41,744	47,738	55,421	32.76%
19	Panama	29,821	62,561	52,889	77.35%
20	Ireland	43,494	47,922	49,502	13.81%

From 2011 to 2013, USA, United Kingdom and Canada were the top three import countries of global festive supplies. Among the top 20 global import market of festive supplies in 2013, the import value of Iran increased 4137.51%, compared to the year 2011.

3.1.3. 2011-2013 Global Festive Supplies Mainly Import Countries / Regions Market Share

No.	Countries / Regions	Import Value Percentage		
		2011	2012	2013
1	USA	46.25%	46.11%	46.14%
2	United Kingdom	6.25%	5.94%	6.39%
3	Canada ↑	5.86%	6.00%	6.31%
4	Germany ↓	4.35%	3.75%	3.55%
5	France	3.03%	3.09%	2.90%
6	Netherlands	2.36%	2.77%	2.59%
7	Italy ↓	3.24%	2.44%	2.33%
8	Russian Federation	1.60%	2.44%	2.00%
9	Australia ↑	1.41%	1.59%	1.75%
10	Belgium	2.06%	1.67%	1.74%
11	Mexico ↑	1.42%	1.44%	1.50%
12	Iran ↑	0.03%	0.22%	1.15%
13	Hong Kong ↓	2.58%	2.36%	1.08%
14	Brazil	0.95%	1.10%	1.02%
15	Spanish ↓	1.43%	1.09%	1.01%
16	Chile ↑	0.71%	0.76%	0.99%
17	Austria ↓	1.34%	0.96%	0.93%
18	Japan ↑	0.71%	0.78%	0.88%
19	Panama	0.50%	1.02%	0.84%
20	Ireland ↑	0.74%	0.78%	0.79%

Note: “↑” represents that the indicators listed continued to increase from 2011 to 2013, “↓” represents that the indicators listed continued to decrease from 2011 to 2013.

Judging from the market share, the countries whose market share continued to grow were Canada, Australia, Mexico, Iran, Chile, Japan and Ireland. While, the countries whose market share dropped continuously were Germany, Italy, Hong Kong, Spanish and Austria.

3.2. 2011-2013 Global Festive Supplies Export Trend Analysis

3.2.1. 2011-2013 Global Festive Supplies Mainly Export Countries / Regions

No.	Countries / Regions	Export Value (Thousand Dollars)			Exports in 2013 compared with exports in 2011
		2011	2012	2013	
1	China	2,601,016	3,488,733	3,676,906	41.36%
2	Netherlands	256,662	232,437	244,554	-4.72%
3	USA	194,993	217,413	218,567	12.09%
4	United Kingdom	89,574	86,947	96,792	8.06%
5	Germany	111,451	109,841	94,870	-14.88%
6	Belgium	96,380	94,138	93,933	-2.54%
7	Thailand	50,818	50,620	53,532	5.34%
8	Italy	52,249	49,164	49,643	-4.99%
9	Taiwan	55,056	53,117	46,667	-15.24%
10	Canada	26,691	27,828	43,259	62.07%
11	Hong Kong	285,602	271,011	39,740	-86.09%
12	Poland	34,258	33,670	38,511	12.41%
13	Mexico	31,052	47,299	35,786	15.25%
14	Denmark	36,128	35,104	35,322	-2.23%
15	India	17,442	25,156	34,434	97.42%
16	Austria	37,763	26,802	32,187	-14.77%
17	Spanish	30,813	24,846	26,974	-12.46%
18	France	18,195	19,136	23,001	26.41%
19	Viet Nam	7,962	10,532	19,019	138.87%
20	Sweden	13,936	15,432	17,779	27.58%

In 2013, the global top three export markets of festive supplies were China, Netherlands and USA. Among the global top 20 export market of festive supplies, the export value of Viet Nam showed the largest increase of 138.87%, compared to the same period of 2011. Followed by India, the export value increased 97.42%, compared to the year 2011.

3.2.2. 2011-2013 Global Festive Supplies Mainly Export Countries / Regions Market Share

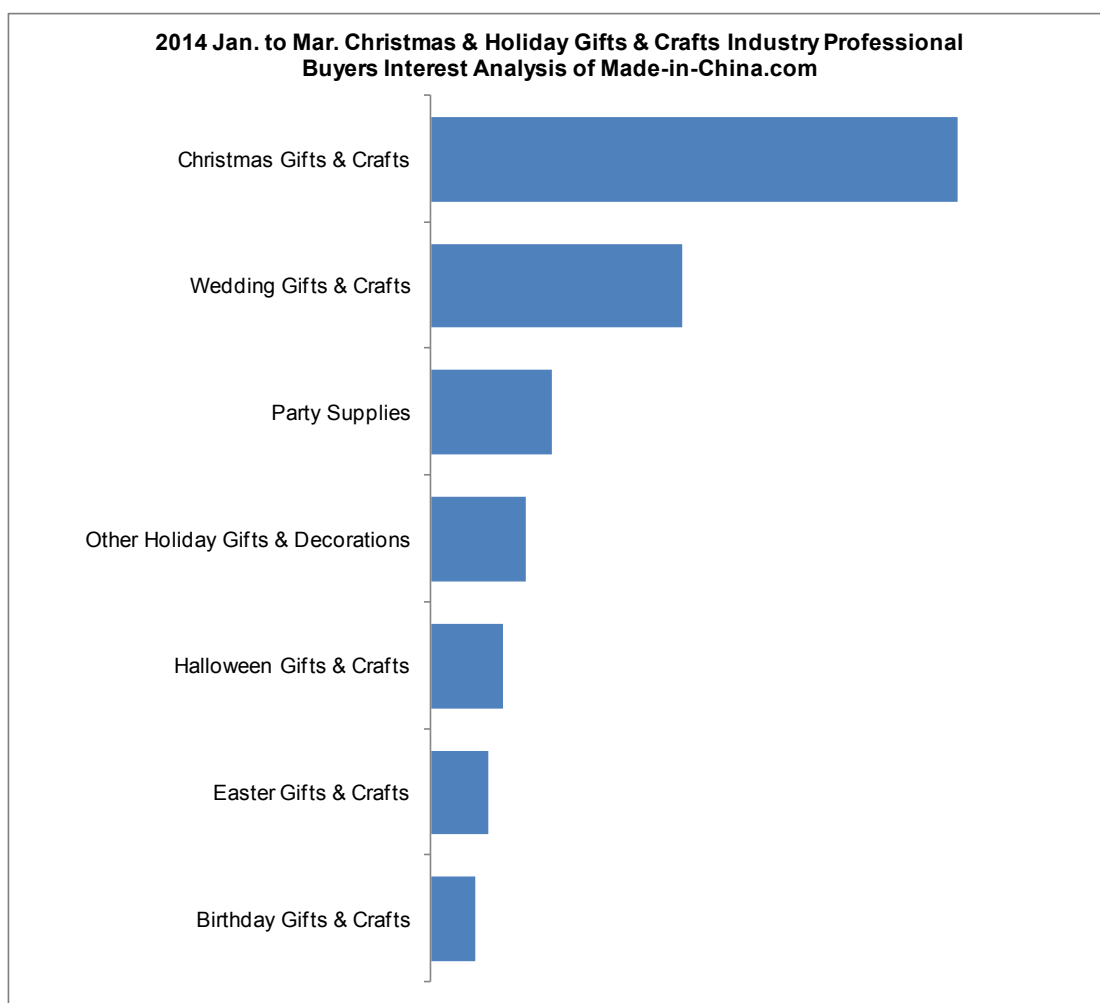
No.	Countries / Regions	Export Value Percentage		
		2011	2012	2013
1	China ↑	60.57%	68.10%	71.93%
2	Netherlands	5.98%	4.54%	4.78%
3	USA	4.54%	4.24%	4.28%
4	United Kingdom	2.09%	1.70%	1.89%
5	Germany ↓	2.60%	2.14%	1.86%
6	Belgium	2.24%	1.84%	1.84%
7	Thailand	1.18%	0.99%	1.05%
8	Italy	1.22%	0.96%	0.97%
9	Taiwan ↓	1.28%	1.04%	0.91%
10	Canada	0.62%	0.54%	0.85%
11	Hong Kong ↓	6.65%	5.29%	0.78%
12	Poland	0.80%	0.66%	0.75%
13	Mexico	0.72%	0.92%	0.70%
14	Denmark	0.84%	0.69%	0.69%
15	India ↑	0.41%	0.49%	0.67%
16	Austria	0.88%	0.52%	0.63%
17	Spanish	0.72%	0.49%	0.53%
18	France	0.42%	0.37%	0.45%
19	Viet Nam ↑	0.19%	0.21%	0.37%
20	Sweden	0.32%	0.30%	0.35%

Note: “↑” represents that the indicators listed continued to increase from 2011 to 2013, “↓” represents that the indicators listed continued to decrease from 2011 to 2013.

Judging from the market share, the countries whose market share continued to grow were China, India and Viet Nam. While, the countries whose market share dropped continuously were Germany, Taiwan and Hong Kong.

4. Christmas & Holiday Gifts & Crafts Industry Data Analysis on Made-in-China.com

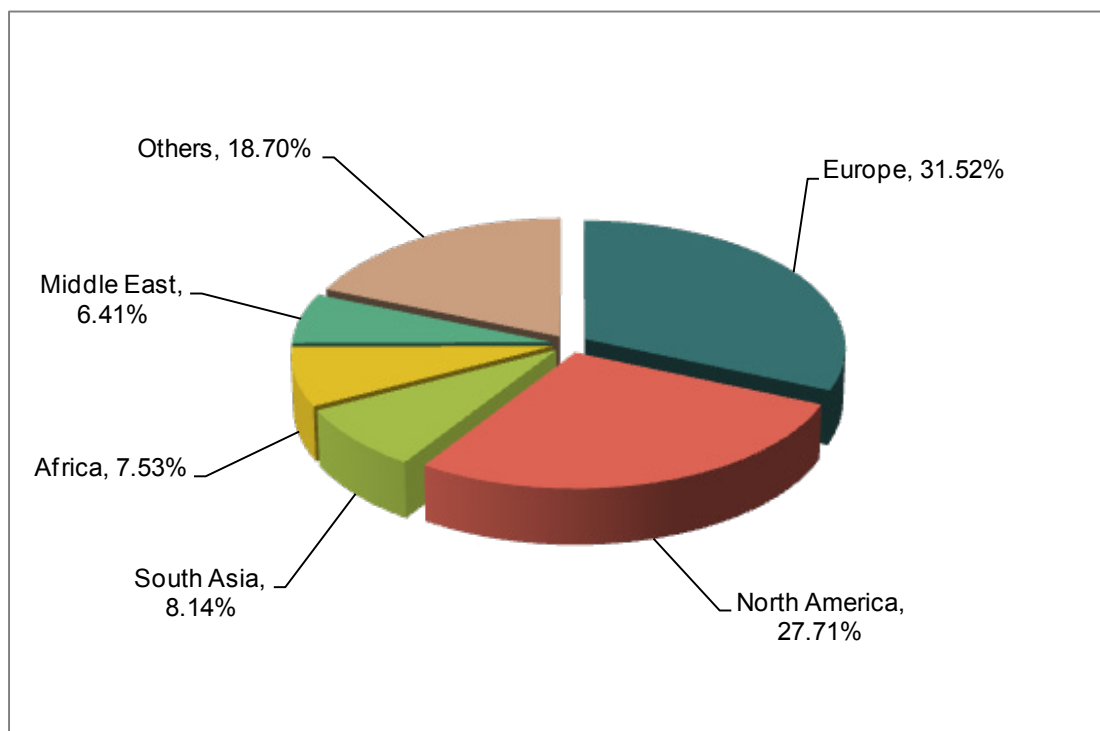
4.1. 2014 Jan. to Mar. Christmas & Holiday Gifts & Crafts Industry Professional Buyers Interest Analysis of Made-in-China.com



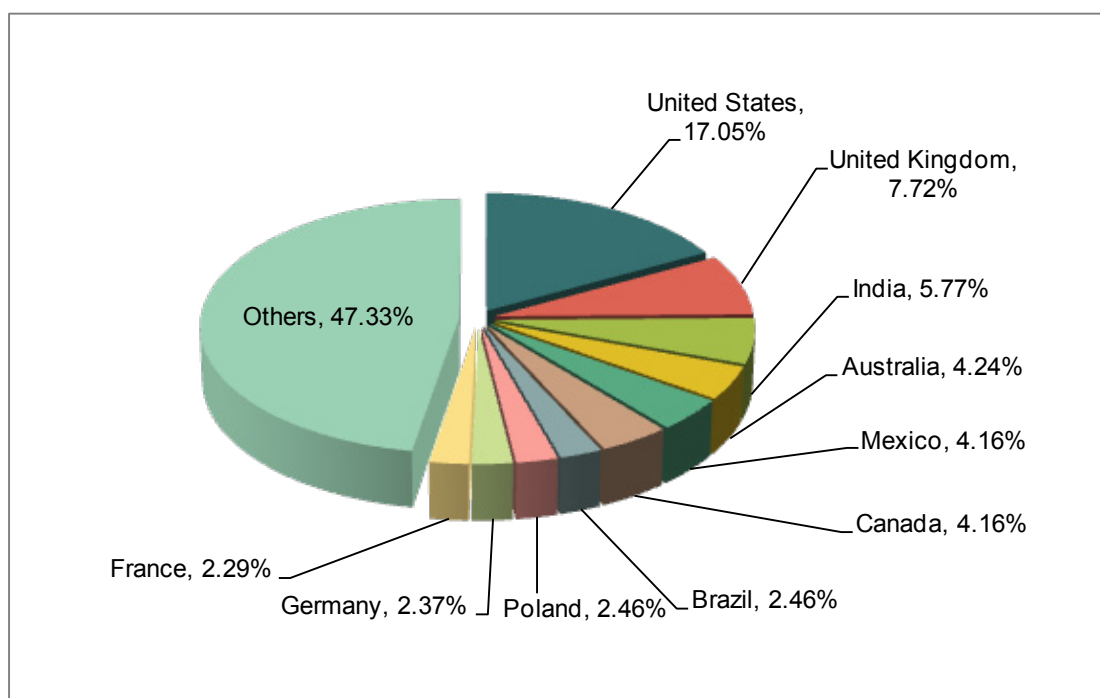
According to the statistical data from Jan. to Mar. in 2014 on Made-in-China.com, buyers pay the most attention to Christmas Gifts & Crafts, among the sub-sectors of Christmas & holiday gifts & crafts industry.

4.2. 2014 Jan. to Mar. Christmas & Holiday Gifts & Crafts Industry Professional Buyers Distribution of Made-in-China.com

According to the continents:



According to the countries:



From Jan. to Mar. in 2014, Christmas & holiday gifts & crafts industry buyers were mainly in Europe, North America, South Asia, Africa, Middle East and etc regions, by continent.

From Jan. to Mar. in 2014, Christmas & holiday gifts & crafts industry buyers were mainly from USA, United Kingdom, India, Australia and etc countries, by country.

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.

E-mail: iar@made-in-china.com

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