

2014 Consumer Electronics Industry Analysis Report

2015.09



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1. China Consumer Electronics Industry Export Trend Analysis

HS Code	Product Name
8415	Air conditioning machines, comprising a motor-driven fan and elements for changing the temperature and humidity, including those machines in which the humidity cannot be separately regulated
8418	Refrigerators, freezers and other refrigerating or freezing equipment, electric or other; heat pumps other than air conditioning machines of heading No.8415
8517	Telephone sets, including telephones for cellular networks or for other wireless networks; other apparatus for the transmission or reception of voice, images or other data, including apparatus for communication in a wired or wireless network
8518	Microphones and stands therefore; loudspeakers, whether or not mounted in their enclosures; headphones and earphones, whether or not combined with a microphone, and sets consisting of a microphone and one or more loudspeakers; audio frequency electric ...
8528	Monitors and projectors, not incorporating television reception apparatus: reception apparatus for television, whether or not incorporating radio broadcast receivers or sound or video recording or reproducing apparatus

1.1. China Air Conditioner (HS: 8415) Export Trend Analysis, from Jan. to Dec. 2014

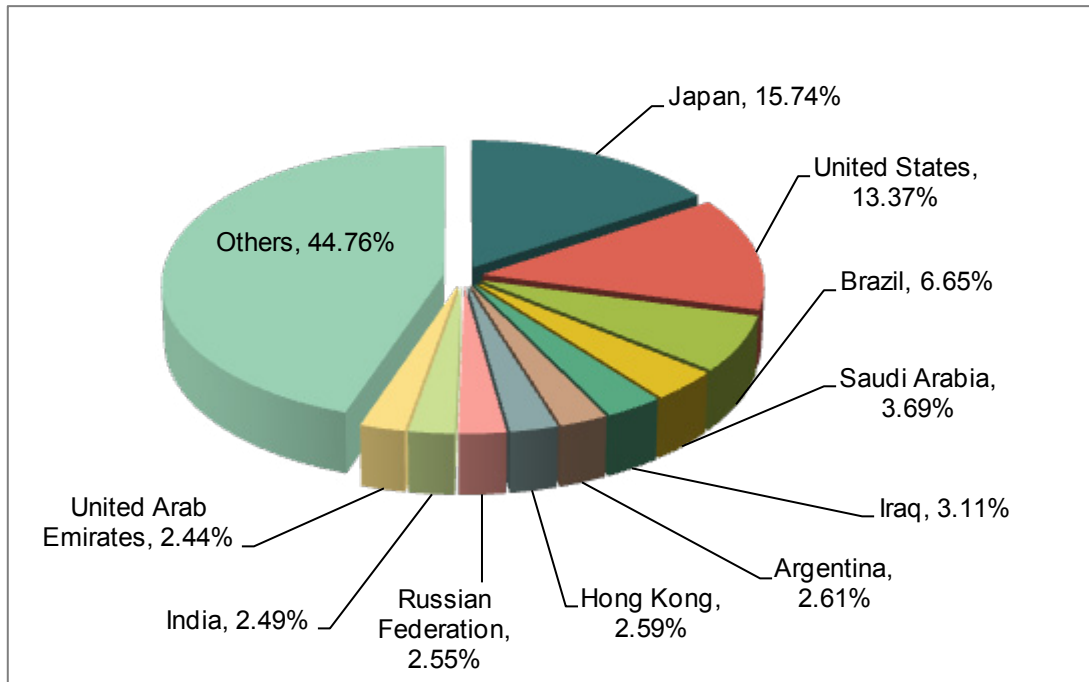
1.1.1. China Air Conditioner Export Volume and Value, from Jan. to Dec. 2014

Month	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
			Volume	Value
Jan.	41,071,123	1,264,261,609	18.6%	12%
Feb.	25,560,791	978,985,058	-9.5%	-11.4%
Mar.	42,131,974	1,614,211,652	0.6%	-1.9%
Apr.	46,313,329	1,697,231,150	10%	-2.4%
May	43,939,850	1,518,035,900	-0.1%	-12.2%
Jun.	36,084,103	1,154,557,490	-7.2%	-15.4%
Jul.	34,885,313	1,123,545,418	-1.5%	2.4%
Aug.	31,609,450	867,578,090	2.5%	8.6%
Sep.	28,818,932	691,238,939	12.2%	12.9%
Oct.	26,187,104	651,876,726	10.3%	9.5%
Nov.	30,341,649	710,729,101	13.2%	5.2%
Dec.	34,331,368	872,286,076	14.9%	16.5%
Total	421,274,986	13,144,537,209	4.8%	-0.7%

China Air Conditioner export value has reached 13.14 billion USD, from Jan. to Dec. 2014, decreasing by 0.7% compared to the same period of last year.

1.1.2. China Air Conditioner Major Export Countries/Regions Distribution, from Jan. to Dec. 2014

No.	Country/ Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Japan	53,490,219	2,068,365,952	-6.6%	-11%
2	United States	64,295,347	1,756,797,888	7.6%	-1.8%
3	Brazil	41,448,309	873,979,275	-0.8%	15.8%
4	Saudi Arabia	7,537,873	485,174,348	-7.7%	11.7%
5	Iraq	1,966,653	409,111,016	1.7%	-4.8%
6	Argentina	3,116,910	343,605,257	-29%	0.9%
7	Hong Kong	17,533,409	340,739,513	13.7%	17.1%
8	Russian Federation	7,554,313	335,252,591	28%	-1.8%
9	India	22,819,352	326,973,110	4.8%	-4.4%
10	United Arab Emirates	7,247,659	320,418,194	41.7%	49.6%



The export data from Jan. to Dec. 2014 shows that China Air Conditioner major export markets are Japan, the United States, Brazil, Saudi Arabia, Iraq, Argentina, Hong Kong, Russian Federation, India and United Arab Emirates.

Japan is the biggest export market of China Air Conditioner. From Jan. to Dec. 2014, the accumulative export value we have got in Japan market is about 2.07 billion USD, decreasing 11% compared to the same time of last year, but still accounting for 15.74% of the total export value of this particular product. The United States ranked the second, with its market share of about 13.37%.

Among the top 10 export countries/areas of Chinese air conditioner from Jan. to Dec. 2014, the export value we have got in United Arab Emirates enjoyed the fastest growth, increasing 49.6% compared to the same time of last year.

1.1.3. China Air Conditioner Top Regions of Origin, from Jan. to Dec. 2014

No.	Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Guangdong	189,049,247	7,851,071,792	7.4%	-2.9%
2	Jiangsu	67,451,235	1,323,878,859	-3.8%	17.1%
3	Shanghai	47,347,037	1,305,223,990	0.1%	-3.4%
4	Zhejiang	53,836,811	730,715,021	2.7%	-6.6%
5	Anhui	11,447,532	578,632,618	14.8%	-5.3%
6	Tianjin	13,225,401	496,681,161	11.7%	4.9%
7	Shandong	21,223,400	428,608,982	23.5%	10.5%
8	Liaoning	8,210,245	210,140,839	-3.9%	-6.6%
9	Chongqing	2,345,220	36,663,531	11%	12%
10	Beijing	1,185,921	36,010,003	-15.8%	-14.3%

Guangdong, Jiangsu and Shanghai are the top regions of origin of Chinese Air Conditioner. From Jan. to Dec. 2014, the total export volume of Air Conditioner of the above-mentioned three provinces accounted for 72.13% of the total export volume of this particular product, with its export value accounting for 79.73%. Guangdong's export volume accounted for 44.88% and its export value accounted for 59.73%.

1.2. China Refrigerator & Freezer (HS: 8418) Export Trend Analysis, from Jan. to Dec. 2014

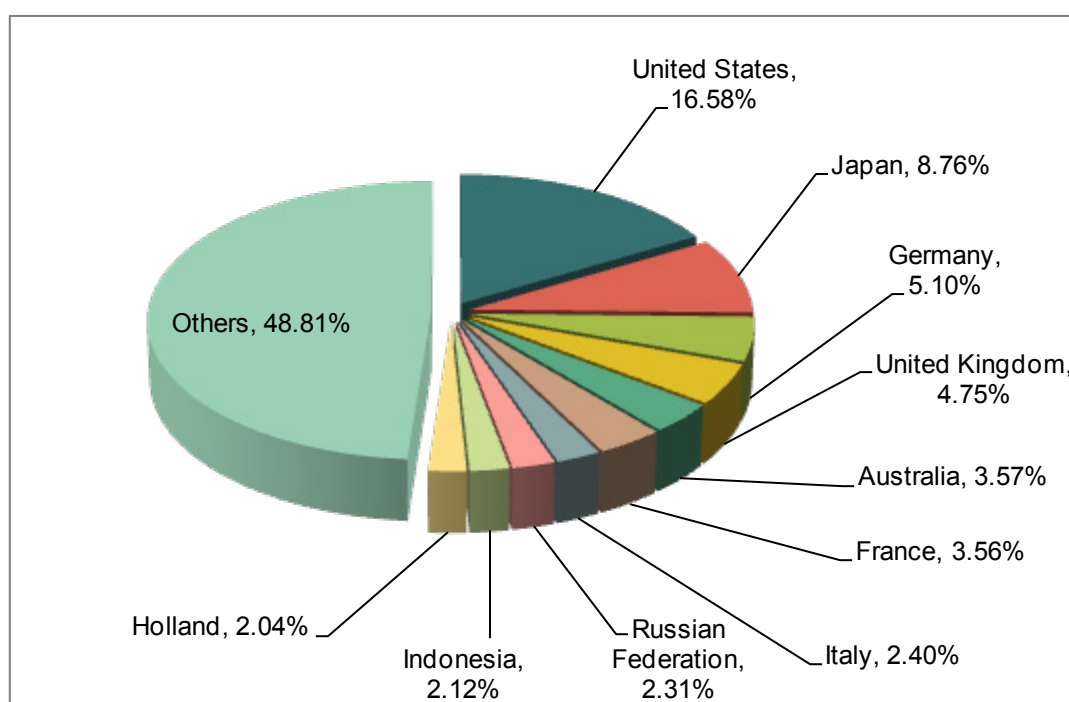
1.2.1. China Refrigerator & Freezer Export Volume and Value, from Jan. to Dec. 2014

Month	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
			Volume	Value
Jan.	21,983,538	682,969,047	15.6%	20.9%
Feb.	10,490,319	403,609,143	-25.7%	-6.3%
Mar.	18,482,647	626,426,395	-7.6%	4.4%
Apr.	21,626,665	742,440,698	5.6%	15.9%
May	22,120,824	769,713,128	1.2%	8.7%
Jun.	19,084,649	703,072,722	-6.2%	4.7%
Jul.	20,486,745	790,681,618	1.2%	16.6%
Aug.	20,517,710	717,335,476	5.2%	10.7%
Sep.	18,647,574	677,763,325	3.5%	9.4%
Oct.	17,713,159	641,886,819	10.3%	11.5%
Nov.	17,843,625	636,214,615	-0.4%	0
Dec.	18,130,648	629,570,543	3.4%	2.7%
Total	227,128,103	8,021,683,529	0.9%	8.6%

China Refrigerator & Freezer export value has reached 8.02 billion USD, from Jan. to Dec. 2014, increasing by 8.6% compared to the same period of last year.

1.2.2. China Refrigerator & Freezer Major Export Countries/Regions Distribution, from Jan. to Dec. 2014

No.	Countries/ Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	United States	40,160,981	1,329,963,983	4.7%	14.4%
2	Japan	16,075,682	702,743,212	-4.9%	-1.9%
3	Germany	5,452,734	408,996,184	-8.7%	-11.5%
4	United Kingdom	3,759,398	381,367,763	9.3%	16.6%
5	Australia	8,196,557	286,612,924	-19.4%	5.2%
6	France	3,104,546	285,467,850	24.3%	32%
7	Italy	6,124,152	192,757,467	-1.4%	21.1%
8	Russian Federation	4,753,059	184,965,060	23.1%	21.7%
9	Indonesia	10,414,420	170,395,722	-13.3%	-4.2%
10	Holland	2,667,487	163,333,131	56.7%	46.7%



The export data from Jan. to Dec. 2014 shows that China Refrigerator & Freezer major export markets are the United States, Japan, Germany, United Kingdom, Australia, France, Italy, Russian Federation, Indonesia and Holland.

The United States is the biggest export market of China Refrigerator & Freezer. From Jan. To Dec. 2014, the accumulative export value we have got in Japan market is about 1.33 billion USD, increasing 14.4% compared to the same time of last year, which accounted for 16.58% of the total export value of this particular product. Japan ranked the second, with its market share of about 8.76%.

1.2.3. China Refrigerator & Freezer Top Regions of Origin, from Jan. to Dec. 2014

No.	Countries/ Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Guangdong	48,663,293	2,601,046,963	11.5%	13.6%
2	Jiangsu	63,839,650	1,683,131,000	-2.3%	8%
3	Zhejiang	35,971,743	1,160,989,465	-4%	4.3%
4	Shandong	15,457,177	924,134,066	-10.2%	3.4%
5	Anhui	12,978,921	732,938,918	32.1%	11.8%
6	Shanghai	13,475,210	361,292,725	8%	-0.4%
7	Liaoning	4,337,627	162,284,769	17.2%	29%
8	Henan	20,484,727	89,965,062	5.4%	26%
9	Tianjin	2,721,099	71,893,606	46.9%	10.2%
10	Beijing	1,560,616	47,733,815	-77.7%	-35.6%

Guangdong, Jiangsu and Zhejiang are the top regions of origin of Chinese Refrigerator & Freezer. From Jan. to Dec. 2014, the total export volume of Refrigerator & Freezer of the above-mentioned three provinces accounted for 65.37% of the total export volume of this particular product, with its export value accounting for 67.88%. Guangdong's export volume accounted for 21.43% and its export value accounted for 32.43%.

1.3. China Telephone (HS: 8517) Export Trend Analysis, from Jan. to Dec. 2014

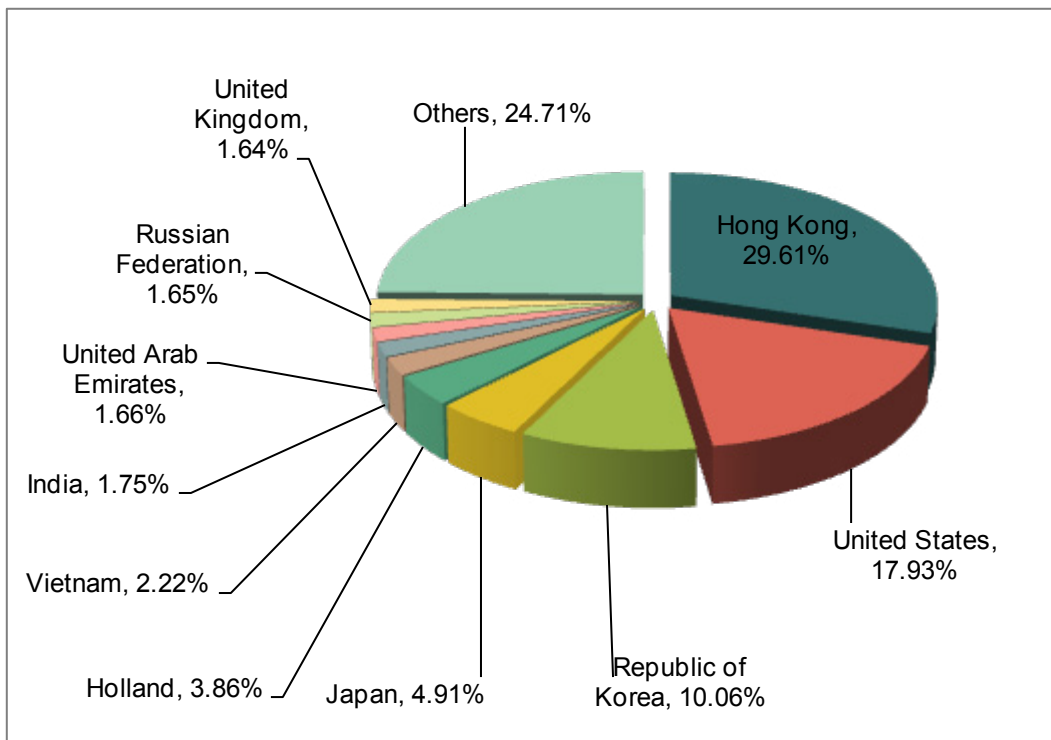
1.3.1. China Telephone Export Volume and Value, from Jan. to Dec. 2014

Month	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
			Volume	Value
Jan.	226,315,678	14,725,409,826	12.7%	-1.9%
Feb.	133,668,449	10,394,775,785	2.3%	-1.8%
Mar.	203,483,319	14,003,265,132	12%	8.7%
Apr.	214,487,029	13,760,783,785	11.1%	9.1%
May	220,637,029	14,538,723,414	10.5%	2.8%
Jun.	213,821,052	13,985,986,580	9.9%	2.9%
Jul.	228,125,603	14,306,360,189	17.4%	17%
Aug.	226,254,035	13,771,495,939	1.1%	-8.8%
Sep.	246,155,932	17,934,747,609	11%	8.5%
Oct.	252,831,888	20,939,188,707	18.6%	35.8%
Nov.	271,424,412	22,090,544,720	8.3%	12.1%
Dec.	280,575,222	24,857,173,340	24.9%	45.1%
Total	2,717,779,648	195,308,455,026	11.9%	11.6%

China Telephone export value has reached 195.31 billion USD, from Jan. to Dec. 2014, increasing by 11.6% compared to the same period of last year.

1.3.2. China Telephone Major Export Countries/Regions Distribution, from Jan. to Dec. 2014

No.	Countries/ Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Hong Kong	1,032,653,411	57,825,276,703	14%	8.4%
2	United States	368,216,878	35,023,458,449	12.5%	15.9%
3	Republic of Korea	177,916,421	19,646,448,039	1.8%	2.5%
4	Japan	60,485,315	9,598,138,390	1.1%	-1.9%
5	Holland	76,017,451	7,543,753,800	13%	11%
6	Vietnam	30,971,913	4,330,017,449	24.2%	13.7%
7	India	66,536,171	3,421,018,410	8.7%	22.7%
8	United Arab Emirates	47,788,049	3,244,472,254	52.9%	113.5%
9	Russian Federation	47,067,912	3,221,700,810	5.8%	57%
10	United Kingdom	50,186,793	3,198,171,760	4.5%	7.4%



The export data from Jan. to Dec. 2014 shows that China Telephone major export markets are Hong Kong, the United States, Republic of Korea, Japan, Holland, Vietnam, India, United Arab Emirates, Russian Federation and United Kingdom.

Hong Kong is the biggest export market of China Telephone. From Jan. to Dec. 2014, the accumulative export value we have got in Japan market is about 57.83 billion USD, increasing 8.4% compared to the same time of last year, which accounted for 29.61% of the total export value of this particular product. The United States ranked the second, with its market share of about 17.93%.

Among the top 10 export countries/areas of Chinese Telephone from Jan. to Dec. 2014, the export value we have got in United Arab Emirates enjoyed the fastest growth, increasing 113.5% compared to the same time of last year.

1.3.3. China Telephone Top Regions of Origin, from Jan. to Dec. 2014

No.	Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Guangdong	1,721,779,199	100,771,058,903	10.1%	8.9%
2	Henan	75,085,947	21,432,409,509	7.9%	6.7%
3	Shanghai	210,596,874	17,808,845,118	20.6%	33.4%
4	Jiangsu	324,495,026	17,661,389,730	18.8%	26.5%
5	Tianjin	74,235,532	9,821,725,491	6.3%	3.3%
6	Beijing	49,545,430	8,318,270,271	-4.3%	-12.6%
7	Shandong	74,583,429	6,868,781,443	13.5%	44.3%
8	Shanxi	14,451,050	3,571,464,177	-1.1%	17.5%
9	Zhejiang	56,870,984	2,013,079,208	30.1%	23.2%
10	Fujian	16,277,027	1,630,859,230	-9.9%	-10.6%

Guangdong, Henan, Shanghai and Jiangsu are the top regions of origin of Chinese Telephone. From Jan. to Dec. 2014, the total export volume of Telephone of the above-mentioned four provinces accounted for 85.8% of the total export volume of this particular product, with its export value accounting for 80.73%. Guangdong's export volume accounted for 63.35% and its export value accounted for 51.60%.

1.4. China Audio & Sets (HS: 8518) Export Trend Analysis, from Jan. to Dec. 2014

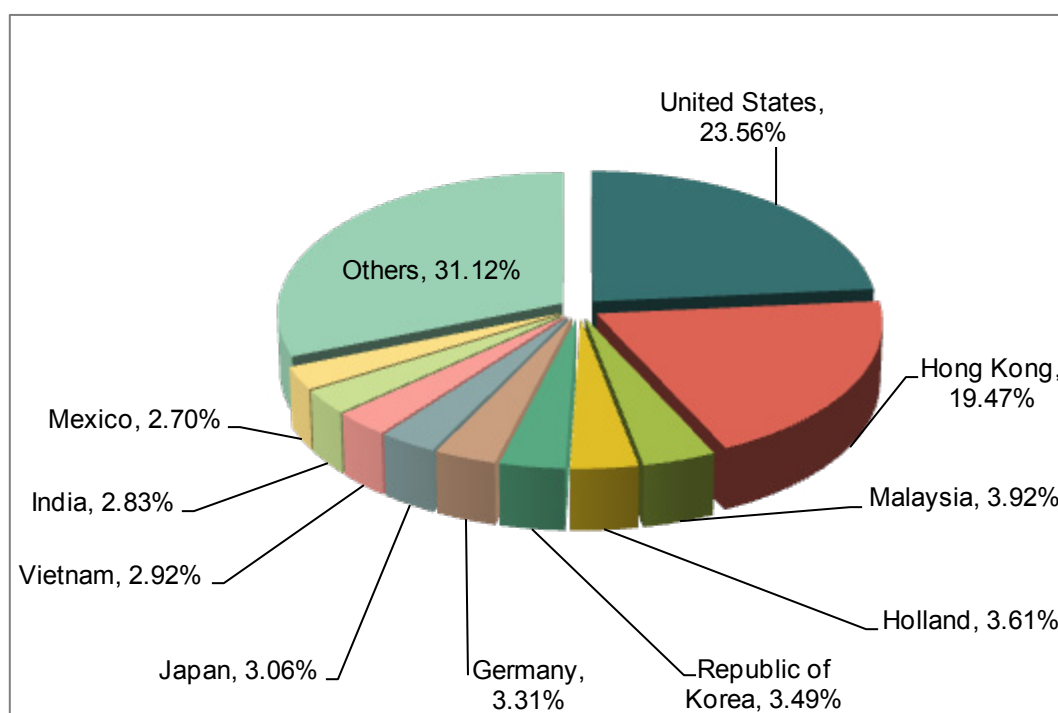
1.4.1. China Audio & Sets Export Volume and Value, from Jan. to Dec. 2014

Month	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
			Volume	Value
Jan.	528,066,890	1,200,828,484	5.5%	11.3%
Feb.	281,120,710	646,299,850	-19.3%	-16.2%
Mar.	490,743,206	1,017,358,369	5%	12.7%
Apr.	530,485,604	1,158,134,755	-2.5%	5.7%
May	512,729,509	1,194,701,299	-11.8%	5.8%
Jun.	495,677,444	1,098,880,602	-8.5%	10.3%
Jul.	557,789,149	1,346,001,892	-2.1%	23%
Aug.	576,926,170	1,453,211,474	0	24.7%
Sep.	593,837,802	1,467,419,250	1.4%	15.9%
Oct.	604,493,022	1,465,179,351	8.1%	8.4%
Nov.	559,364,428	1,515,129,683	-1.7%	12.8%
Dec.	592,805,394	1,374,947,150	11.8%	10.7%
Total	6,324,039,328	14,938,092,159	-0.8%	11.2%

China Audio & Sets export value has reached 14.94 billion USD, from Jan. to Dec. 2014, increasing by 11.2% compared to the same period of last year.

1.4.2. China Audio & Sets Major Export Countries/Areas Distribution, from Jan. to Dec. 2014

No.	Country/Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	United States	554,289,425	3,519,491,624	12.8%	14.4%
2	Hong Kong	1,920,384,139	2,908,595,537	1.1%	9.7%
3	Malaysia	950,392,038	585,102,248	-12.4%	-11.1%
4	Holland	66,237,069	539,039,103	3.3%	25.6%
5	Republic of Korea	320,995,111	521,285,393	-12.4%	9.3%
6	Germany	132,606,384	495,125,488	6.9%	14.1%
7	Japan	136,172,987	457,779,587	-10.6%	-3.4%
8	Vietnam	527,789,753	435,903,674	6%	2.7%
9	India	293,967,084	422,599,851	-10%	10.3%
10	Mexico	90,959,864	404,058,301	15.2%	31.6%



The export data from Jan. to Dec. 2014 shows that China Audio & Sets major export markets are the United States, Hong Kong, Malaysia, Holland, Republic of Korea, Germany, Japan, Vietnam, India and Mexico.

The United States is the biggest export market of China Audio & Sets. From Jan. to Dec. 2014, the accumulative export value we have got in Japan market is about 3.52 billion USD, increasing 14.4% compared to the same time of last year, which accounted for 23.56% of the total export value of this particular product. Hong Kong ranked the second, with its market share of about 19.47%.

1.4.3. China Audio & Sets Top Regions of Origin, from Jan. to Dec. 2014

No.	Regions	Volume (-)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Guangdong	2,852,397,153	10,531,136,976	5.4%	17%
2	Jiangsu	1,271,290,427	1,287,851,398	-4.5%	9.9%
3	Zhejiang	461,262,293	913,367,664	-12.1%	7.2%
4	Shandong	947,714,361	665,168,863	-10.8%	-6.4%
5	Shanghai	85,964,974	393,762,107	42.1%	-7.1%
6	Guangxi	75,871,310	252,464,356	3.5%	-21.2%
7	Tianjin	220,395,427	216,911,856	-7.2%	-10.4%
8	Jiangxi	206,141,349	143,108,826	9.6%	6.1%
9	Fujian	41,311,504	135,515,089	7.2%	-3.8%
10	Liaoning	6,285,573	85,738,296	13.6%	19.9%

Guangdong, Jiangsu and Zhejiang are the top regions of origin of Chinese Audio & Sets. From Jan. to Dec. 2014, the total export volume of Audio & Sets of the above-mentioned three provinces accounted for 70.50% of the total export volume of this particular product, with its export value accounting for 85.23%.

1.5. China Monitor & Projector (HS: 8528) Export Trend Analysis, from Jan. to Dec. 2014

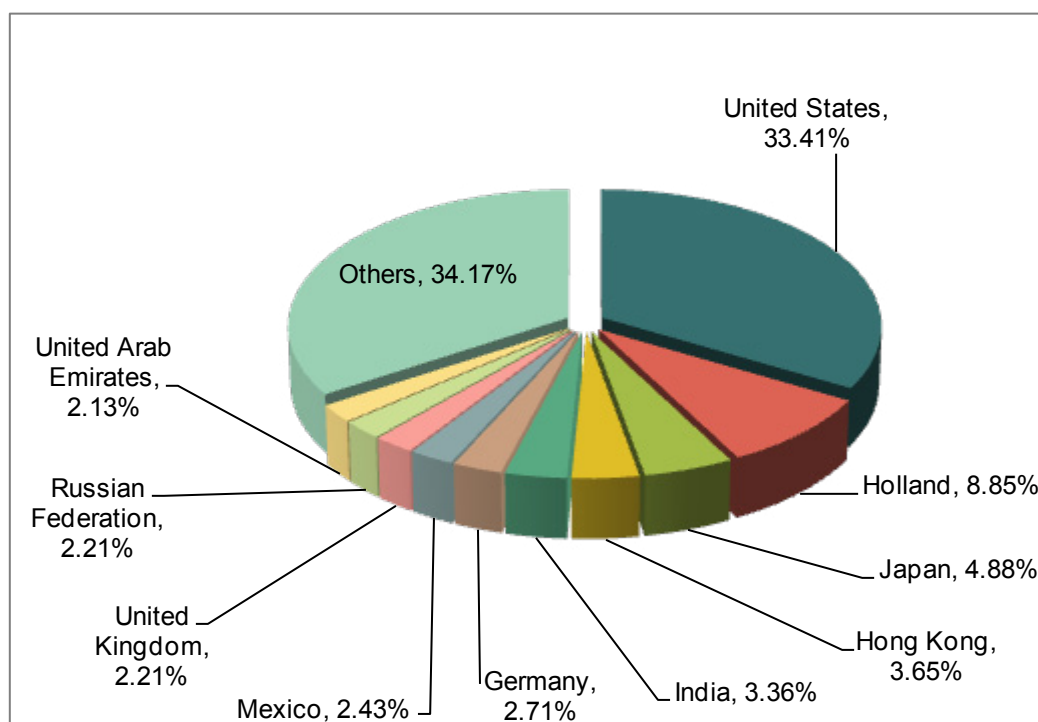
1.5.1. China Monitor & Projector Export Volume and Value, from Jan. to Dec. 2014

Month	Volume (Set)	Value (USD)	Compared to the Same Time of Last Year	
			Volume	Value
Jan.	26,752,066	2,520,651,532	32.6%	33.4%
Feb.	15,033,517	1,602,261,663	-11.6%	-0.9%
Mar.	23,387,626	2,340,469,198	0.6%	9.1%
Apr.	26,263,548	2,620,581,760	5.4%	20.9%
May	26,990,260	2,573,739,548	17.1%	16.9%
Jun.	24,385,757	2,274,516,988	17.4%	9%
Jul.	26,549,738	2,717,872,719	26.8%	29.2%
Aug.	28,163,019	2,830,994,983	28.5%	24%
Sep.	25,884,396	2,687,114,590	11%	8.1%
Oct.	29,248,917	2,999,347,578	13.4%	10%
Nov.	27,946,399	2,683,477,638	15.7%	7.1%
Dec.	26,595,114	2,474,242,570	5.2%	1%
Total	307,200,357	30,325,270,767	13.5%	13.7%

China Monitor & Projector export volume has reached 0.31 billion sets, from Jan. to Dec. 2014, increasing by 13.5% compared to the same period of last year. Its export value has reached 30.33 billion USD, increasing by 13.7%.

1.5.2. China Monitor & Projector Major Export Countries/Regions Distribution, from Jan. to Dec. 2014

No.	Countries/ Regions	Volume (Set)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	United States	66,192,824	10,131,415,063	18.4%	21.3%
2	Holland	18,732,444	2,684,553,904	2.1%	1.6%
3	Japan	7,570,106	1,480,224,326	0.3%	-7.6%
4	Hong Kong	16,310,952	1,106,588,348	-12%	2.1%
5	India	20,068,154	1,018,519,683	-9.3%	19.5%
6	Germany	7,203,818	820,330,452	24%	27.9%
7	Mexico	5,448,571	735,953,249	55.8%	63.4%
8	United Kingdom	6,388,224	670,367,135	-11.6%	-9.7%
9	Russian Federation	10,724,491	669,285,693	131.3%	60.4%
10	United Arab Emirates	12,816,540	646,697,050	16.5%	0.1%



The export data from Jan. to Dec. 2014 shows that China Monitor & Projector major export markets are the United States, Holland, Japan, Hong Kong, India, Germany, Mexico, United Kingdom, Russian Federation and United Arab Emirates.

The United States, Holland and Japan are still the top 3 export markets of Chinese Monitor & Projector, with export value separately accounting for 33.41%, 8.85% and 4.88% of the total export value of these particular products.

1.5.3. China Monitor & Projector Top Regions of Origin, from Jan. to Dec. 2014

No.	Regions	Volume (Set)	Value (USD)	Compared to the Same Time of Last Year	
				Volume	Value
1	Guangdong	163,116,045	13,710,906,600	20.8%	24.8%
2	Jiangsu	45,894,016	6,526,074,818	18.4%	8.5%
3	Fujian	43,026,592	4,171,628,262	-9.8%	2.9%
4	Shandong	4,782,276	1,047,178,488	10.3%	-0.1%
5	Liaoning	5,831,465	1,023,670,208	13.8%	-11.4%
6	Chongqing	10,838,908	918,736,763	16.2%	11%
7	Shanghai	5,150,865	649,651,810	41.9%	36%
8	Zhejiang	4,732,857	573,401,072	-17.2%	-27.9%
9	Tianjin	2,884,902	428,986,145	33%	36.9%
10	Hubei	3,437,093	290,596,222	-31.5%	-25.4%

Guangdong is the top region of origin of Chinese Monitor & Projector. From Jan. to Dec. 2014, Guangdong's total export volume of Monitor & Projector accounted for 53.10% of the total export volume of this particular product, with its export value accounting for 45.21%.

(Source: China Customs)

2. 2014 Global Consumer Electronics Industry Import & Export Analysis

2.1. 2014 Global Consumer Electronics Industry Import Analysis

2.1.1. Air Conditioner (HS: 8415) Major Import Countries/Regions, from Jan. to Dec. 2014

No.	Import Country/Gregion	Import Value (Thousand USD)	Compared to the Same Time of Last Year
1	United States	7,111,603	17.66%
2	Japan	2,732,179	-8.09%
3	Germany	1,807,153	0.59%
4	Canada	1,473,238	0.27%
5	France	1,460,308	4.72%
6	Italy	1,246,879	-2.18%
7	Russian Federation	1,189,846	-12.30%
8	Saudi Arabia	1,021,459	-1.80%
9	Mexico	1,014,283	14.64%
10	United Kingdom	989,749	1.65%
11	Australia	983,128	1.28%
12	Hong Kong	960,268	18.00%
13	United Arab Emirates	956,023	22.46%
14	Spain	949,881	11.17%
15	India	818,881	-5.70%
16	Belgium	816,087	3.39%
17	Brazil	787,424	3.82%
18	China	735,799	0.39%
19	Singapore	628,933	-6.09%
20	Holland	586,451	12.42%

Note: The words in yellow font are mirrored data

Among the above 20 import countries/areas of Chinese Air Conditioner from Jan. to Dec. 2014, the United States, Japan and Germany are the top 3, with import value separately of about 7.11 billion USD (increasing by 17.66% compared to the same period of last year), 2.73 billion USD (decreasing by 8.09% compared to the same period of last year), 1.81 billion USD (slightly increasing by 0.59% compared to the same period of last year)

2.1.2. Refrigerator & Freezer (HS: 8418) Major Import Countries/Regions, from Jan. to Dec. 2014

No.	Import Country/Region	Import Value (Thousand USD)	Compared to the Same Time of Last Year
1	United States	7,629,328	8.41%
2	Germany	2,946,910	2.27%
3	France	2,054,712	7.47%
4	United Kingdom	1,951,015	16.89%
5	Canada	1,449,642	-1.57%
6	China	1,238,819	6.24%
7	Japan	1,193,732	-0.24%
8	Russian Federation	1,100,175	-10.15%
9	Italy	1,028,432	10.22%
10	Spain	905,833	16.84%
11	Australia	878,397	-0.46%
12	Mexico	805,030	3.56%
13	Holland	799,017	4.30%
14	Belgium	693,489	5.13%
15	Sweden	690,524	9.67%
16	Poland	686,913	8.40%
17	United Arab Emirates	654,897	20.22%
18	Saudi Arabia	629,000	-36.91%
19	Switzerland	586,607	4.97%
20	Austria	499,531	7.01%

Note: The words in yellow font are mirrored data

Among the above 20 import countries/areas of Chinese Refrigerator & Freezer from Jan. to Dec. 2014, the United States, Germany and France are the top 3, with import value separately of about 7.63 billion USD (increasing by 8.41% compared to the same period of last year), 2.95 billion USD (increasing by 2.27% compared to the same period of last year), 2.06 billion USD (increasing by 7.47% compared to the same period of last year)

2.1.3. Telephone (HS: 8517) Major Import Countries/Regions, from Jan. to Dec. 2014

No.	Import Country/Region	Import Value (Thousand USD)	Compared to the Same Time of Last Year
1	USA	96,108,382	6.89%
2	Hong Kong	68,951,488	12.41%
3	China	43,854,932	-6.57%
4	Holland	27,474,786	5.89%
5	Japan	25,501,371	-1.88%
6	Germany	19,620,451	5.12%
7	United Kingdom	16,635,570	-4.98%
8	Mexico	13,436,198	-10.78%
9	India	13,432,341	23.05%
10	United Arab Emirates	12,048,979	-8.61%
11	France	11,645,706	0.42%
12	Republic of Korea	9,569,371	63.36%
13	Canada	9,105,780	-3.25%
14	Singapore	8,485,802	-9.39%
15	Vietnam	8,369,025	-2.22%
16	Russian Federation	8,191,047	6.58%
17	Italy	7,324,597	-5.17%
18	Australia	7,064,832	2.41%
19	Sweden	6,747,052	7.32%
20	Austria	5,753,324	-2.18%

Note: The words in yellow font are mirrored data

Among the above 20 import countries/areas of Chinese Telephone from Jan. to Dec. 2014, the United States, Hong Kong and China are the top 3, with import value separately of about 96.11 billion USD (increasing by 6.89% compared to the same period of last year), 68.95 billion USD (increasing by 12.41% compared to the same period of last year), 43.86 billion USD (decreasing by 6.57% compared to the same period of last year)

2.1.4. Audio & Sets (HS: 8518) Major Import Countries/Regions, from Jan. to Dec. 2014

No.	Import Country/Region	Import Value (Thousand USD)	Compared to the Same Time of Last Year
1	United States	5,969,739	3.60%
2	China	3,757,005	-1.24%
3	Hong Kong	3,634,656	-7.45%
4	Germany	2,213,276	12.45%
5	Japan	1,468,445	4.96%
6	Mexico	1,440,237	3.09%
7	United Kingdom	1,358,757	16.26%
8	Canada	1,025,851	-2.74%
9	Republic of Korea	1,020,701	1.71%
10	France	968,066	10.77%
11	Holland	938,675	8.23%
12	Vietnam	779,363	4.87%
13	Singapore	576,002	-4.12%
14	Australia	554,216	9.73%
15	Belgium	462,340	-12.42%
16	Italy	425,110	5.15%
17	Russian Federation	420,576	-16.12%
18	Brazil	411,089	-13.36%
19	India	405,228	-18.87%
20	Sweden	400,986	15.74%

Note: The words in yellow font are mirrored data

Among the above 20 import countries/areas of Chinese Audio & Sets from Jan. to Dec. 2014, the United States, China and Hong Kong are the top 3, with import value separately of about 5.97 billion USD (increasing by 3.6% compared to the same period of last year), 3.76 billion USD (decreasing by 1.24% compared to the same period of last year), 3.64 billion USD (decreasing by 7.45% compared to the same period of last year)

2.1.5. Monitor & Projector (HS: 8528) Major Import Countries/Regions, from Jan. to Dec. 2014

No.	Import Country/Region	Import Value (Thousand USD)	Compared to the Same Time of Last Year
1	United States	27,249,386	-0.73%
2	Germany	6,810,241	0.91%
3	Holland	5,219,305	-4.57%
4	United Kingdom	4,730,840	4.99%
5	Japan	3,338,000	0.66%
6	France	3,330,748	-4.11%
7	Mexico	3,277,954	14.10%
8	Canada	2,389,351	-10.40%
9	United Arab Emirates	2,145,980	8.75%
10	Italy	1,968,023	0.23%
11	Australia	1,750,766	-1.20%
12	Spain	1,706,842	9.28%
13	India	1,677,765	-4.63%
14	Sweden	1,440,914	2.62%
15	Republic of Korea	1,413,150	9.11%
16	Poland	1,404,371	-13.29%
17	Russian Federation	1,198,960	-4.68%
18	Czech Republic	1,187,575	52.14%
19	Hong Kong	1,128,587	-24.68%
20	Slovakia	1,121,899	5.18%

Note: The words in yellow font are mirrored data

Among the above 20 import countries/areas of Chinese Monitor & Projector from Jan. to Dec. 2014, the United States, Germany and Holland are the top 3, with import value separately of about 27.25 billion USD (decreasing by 0.73% compared to the same period of last year), 6.81 billion USD (increasing by 0.91% compared to the same period of last year), 5.22 billion USD (decreasing by 4.57% compared to the same period of last year).

2.2. 2014 Global Consumer Electronics Industry Export Analysis

2.2.1. Air Conditioner (HS: 8415) Major Export Countries/Regions, from Jan. to Dec. 2014

No.	Export Country/Region	Export Value (Thousand USD)	Compared to the Same Time of Last Year
1	China	13,145,863	-0.71%
2	Thailand	4,609,827	2.29%
3	Mexico	2,844,096	33.13%
4	United States	2,672,554	-1.48%
5	Germany	1,833,155	-0.27%
6	Czech Republic	1,698,868	1.73%
7	Italy	1,608,150	-0.58%
8	Japan	1,539,863	-2.71%
9	Republic of Korea	1,459,387	2.83%
10	Malaysia	1,152,683	-2.52%
11	Belgium	959,448	0.23%
12	France	731,698	3.43%
13	Hong Kong	725,268	-2.53%
14	Holland	599,837	4.39%
15	Spain	535,454	2.10%
16	United Kingdom	496,669	15.42%
17	Singapore	447,778	9.44%
18	Sweden	404,561	0.34%
19	Poland	387,159	-4.65%
20	Canada	382,471	8.35%

Among the 20 export countries/areas of Air Conditioner from Jan. to Dec. 2014, China, Thailand and Mexico rank the top 3, with export value separately of about 13.15 billion USD (decreasing by 0.71% compared to the same period of last year), 4.61 billion USD (increasing by 2.29% compared to the same period of last year) and 2.84 billion USD (increasing by 33.13% compared to the same period of last year).

2.2.2. Refrigerator & Freezer (HS: 8418) Major Export Countries/Regions, from Jan. to Dec. 2014

No.	Export Country/Region	Export Value (Thousand USD)	Compared to the Same Time of Last Year
1	China	8,021,759	8.59%
2	Mexico	4,468,825	0.54%
3	Italy	3,362,740	5.56%
4	Republic of Korea	2,986,886	3.60%
5	United States	2,960,633	-0.96%
6	Germany	2,577,640	3.79%
7	Turkey	2,020,362	3.52%
8	Thailand	1,932,253	1.80%
9	France	1,585,699	2.89%
10	Poland	1,264,173	9.46%
11	Austria	915,814	9.94%
12	Czech Republic	824,721	2.28%
13	Sweden	640,465	-2.14%
14	Holland	621,698	22.92%
15	Singapore	616,260	-10.73%
16	Hungary	560,079	-13.21%
17	Japan	514,231	-5.62%
18	Denmark	495,526	-2.09%
19	Spain	480,516	-6.83%
20	Romania	408,946	7.15%

Among the 20 export countries/areas of Refrigerator & Freezer from Jan. to Dec. 2014, China ranked the first, whose export value reached 8.02 billion USD, increasing 8.59% compared to the same period of last year. Mexico and Italy ranked the second and the third, with export value separately of about 4.47 billion USD (increasing by 0.54% compared to the same period of last year), 3.36 billion USD (increasing by 5.56% compared to the same period of last year).

2.2.3. Telephone (HS: 8415) Major Export Countries/Regions, from Jan. to Dec. 2014

No.	Export Country/Region	Export Value (Thousand USD)	Compared to the Same Time of Last Year
1	China	195,310,005	11.65%
2	Hong Kong	69,570,952	8.15%
3	United States	33,812,315	8.26%
4	Holland	30,728,826	7.28%
5	Republic of Korea	27,665,744	8.05%
6	Vietnam	25,501,413	16.70%
7	Mexico	15,750,840	-12.38%
8	Germany	13,085,671	6.71%
9	Singapore	8,487,524	-1.64%
10	Taiwan	8,432,936	-17.32%
11	Sweden	6,686,725	4.78%
12	United Kingdom	6,082,307	1.25%
13	Austria	5,396,684	1.63%
14	France	5,310,272	-0.98%
15	Czech Republic	4,932,733	18.33%
16	Poland	4,803,973	37.89%
17	Japan	4,433,230	14.61%
18	Malaysia	4,187,620	18.36%
19	Slovakia	4,084,276	0.03%
20	Hungary	3,412,837	-42.53%

Note: The words in yellow font are mirrored data

Among the 20 export countries/areas of Telephone from Jan. to Dec. 2014, China, Hong Kong and the United States rank the top 3, with export value separately of about 195.31 billion USD (increasing by 11.65% compared to the same period of last year), 69.57 billion USD (increasing by 8.15% compared to the same period of last year) and 33.81 billion USD (increasing by 8.26% compared to the same period of last year).

2.2.4. Audio & Sets (HS: 8518) Major Export Countries/Regions, from Jan. to Dec. 2014

No.	Export Country/Region	Export Value (Thousand USD)	Compared to the Same Time of Last Year
1	China	14,938,131	11.18%
2	Hong Kong	3,850,094	-2.16%
3	United States	2,712,821	1.37%
4	Mexico	1,911,923	7.70%
5	Germany	1,602,392	3.42%
6	Vietnam	1,534,142	49.69%
7	Holland	1,154,993	32.60%
8	Malaysia	892,472	17.22%
9	Belgium	851,558	19.98%
10	Republic of Korea	691,995	-10.97%
11	United Kingdom	624,582	10.73%
12	Singapore	540,877	0.32%
13	Denmark	486,625	-1.83%
14	France	438,965	8.78%
15	Italy	436,011	9.97%
16	Indonesia	379,264	-1.97%
17	Taiwan	333,592	1.36%
18	Hungary	272,609	8.67%
19	Japan	271,185	-1.48%
20	Thailand	259,018	-10.06%

Note: The words in yellow font are mirrored data

Among the 20 export countries/areas of Audio & Sets from Jan. to Dec. 2014, China ranked the first, whose export value reached 14.94 billion USD, increasing 11.18% compared to the same period of last year. Hong Kong and the United States ranked the second and the third, with export value separately of about 3.85 billion USD (decreasing by 2.16% compared to the same period of last year), 2.71 billion USD (increasing by 1.37% compared to the same period of last year) .

2.2.5. Monitor & Projector (HS: 8528) Major Export Countries/Regions, from Jan. to Dec. 2014

No.	Export Country/Region	Export Value (Thousand USD)	Compared to the Same Time of Last Year
1	China	30,326,991	13.75%
2	Mexico	16,869,508	1.08%
3	Slovakia	7,261,932	3.23%
4	Poland	5,068,027	6.82%
5	Holland	4,893,659	0.32%
6	United States	4,423,958	5.23%
7	Malaysia	3,461,640	-13.35%
8	Republic of Korea	3,220,870	10.84%
9	Hungary	2,697,673	-14.34%
10	Germany	2,368,982	-5.19%
11	Czech Republic	2,223,468	13.55%
12	Turkey	1,908,894	11.54%
13	Thailand	1,729,766	9.13%
14	Japan	1,416,748	4.16%
15	Taiwan	1,276,205	27.82%
16	Indonesia	1,052,682	-8.60%
17	Hong Kong	1,022,808	-20.50%
18	Sweden	830,537	-8.22%
19	Belgium	803,376	-2.56%
20	United Kingdom	775,803	2.53%

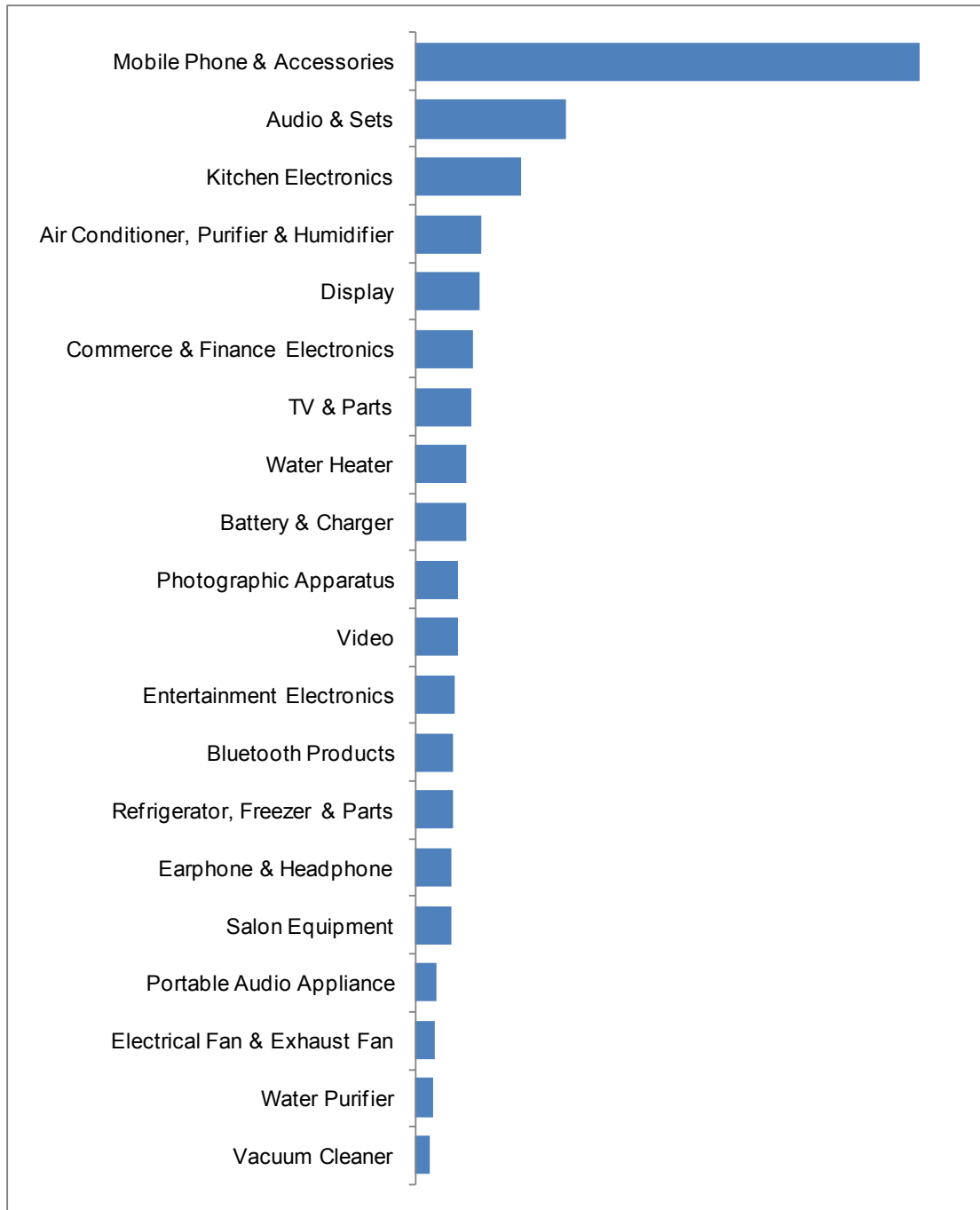
Among the 20 export countries/areas of Monitor & Projector from Jan. to Dec. 2014, China, Mexico and Slovakia rank the top 3, with export value separately of about 30.33 billion USD (increasing by 13.75% compared to the same period of last year), 16.87 billion USD (increasing by 1.08% compared to the same period of last year) and 7.26 billion USD (increasing by 3.23% compared to the same period of last year).

(Source: UN COMTRADE)

3. Data Analysis of Consumer Electronics Industry at Made-in-China.com

3.1. Buyers' Interest Analysis of Consumer Electronics Industry at Made-in-China.com

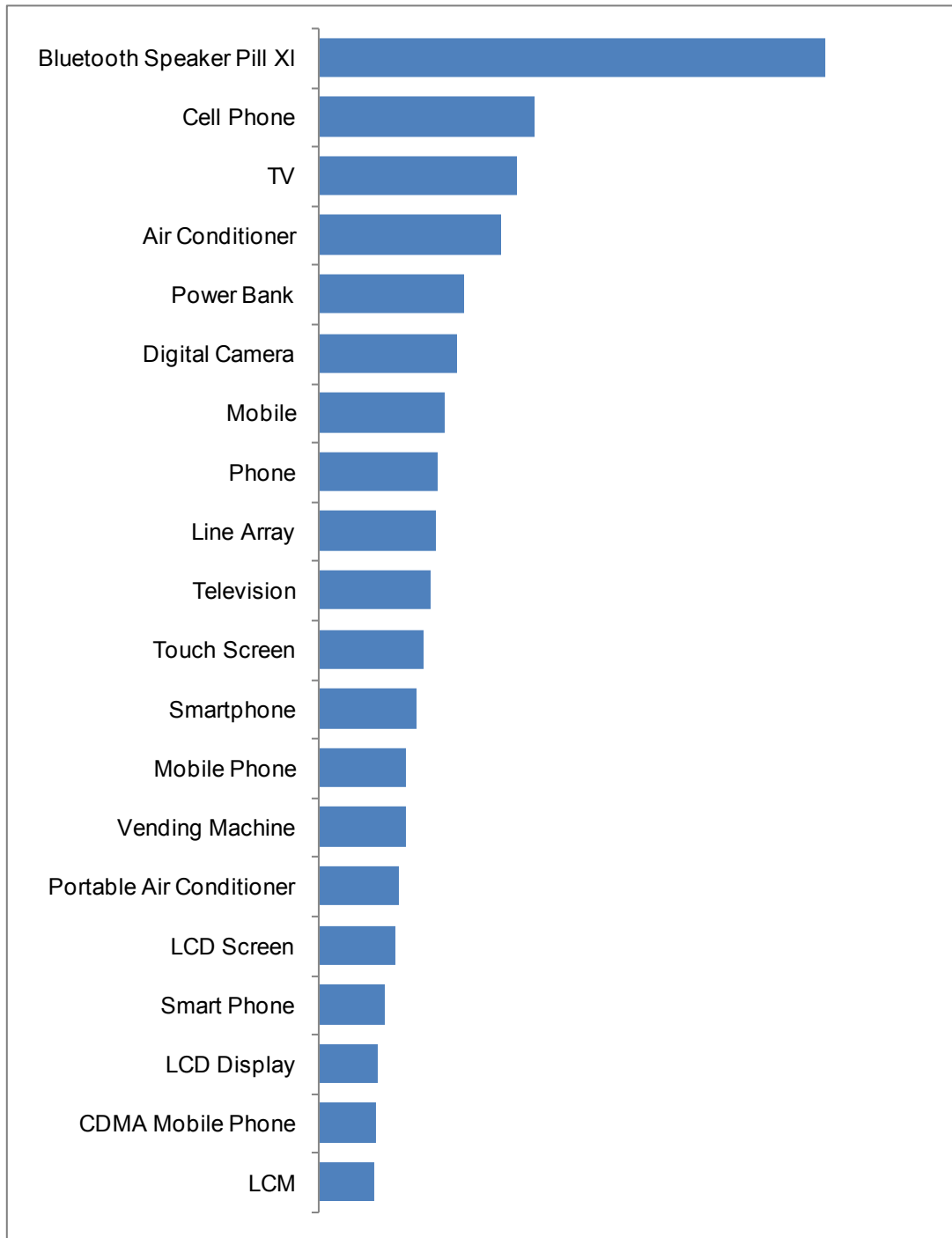
Data collection time: From Jan. to Dec. 2014



Among the sub-sectors of Consumer Electronics Industry, buyers pay the most attention to Mobile Phone & Accessories, followed by Audio & Sets, according to the statistics collected by Made-in-China.com from Jan. to Dec. 2014.

3.2. Hot Keywords Used by Consumer Electronics Industry at Made-in-China.com

Data collection time: From Mar. to May 2015

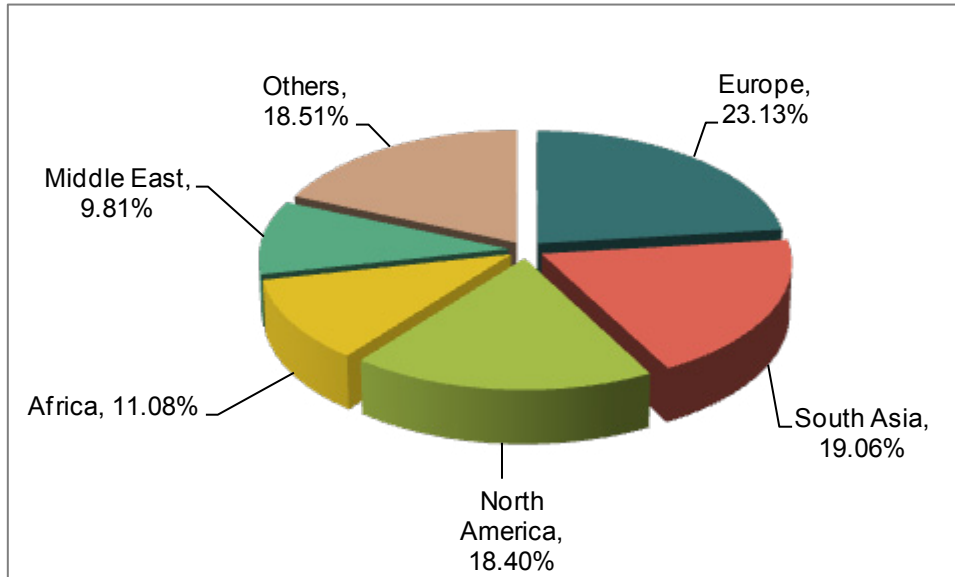


From Mar. to May 2015, the most popular search keyword in Consumer Electronics Industry is Bluetooth Speaker Pill XI on Made-in-China.com, followed by Cell Phone.

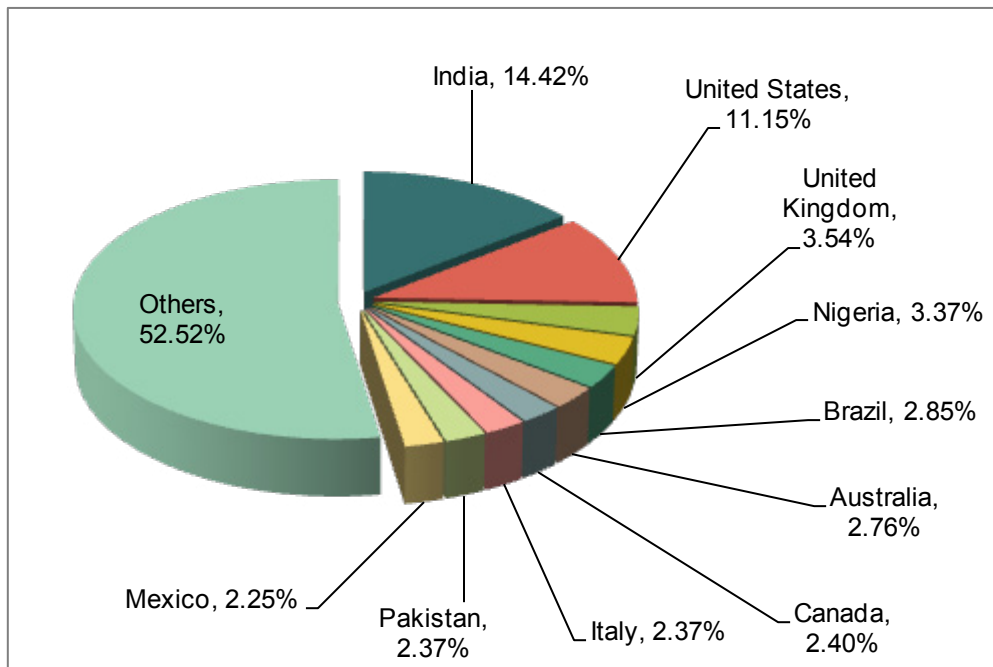
3.3. Buyers Distribution of Consumer Electronics at Made-in-China.com

Data collection time: From Jan. to Dec. 201

By Continent:



By Country:



By continent, Consumer Electronics industry professional buyers of Made-in-China.com mainly come from Europe, South Asia, North America, and Middle East. By country, Consumer Electronics industry professional buyers of Made-in-China.com mainly come from India, the United States and United Kingdom, from Jan. to Sep. 2014.

(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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