

2010-2012 China Spotlight

Industry Analysis Report 2013.04



Made-in-China.com



Produced by IAR Team
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1. The Annual Export Output Trend of China Spotlight (HS: 94054020)



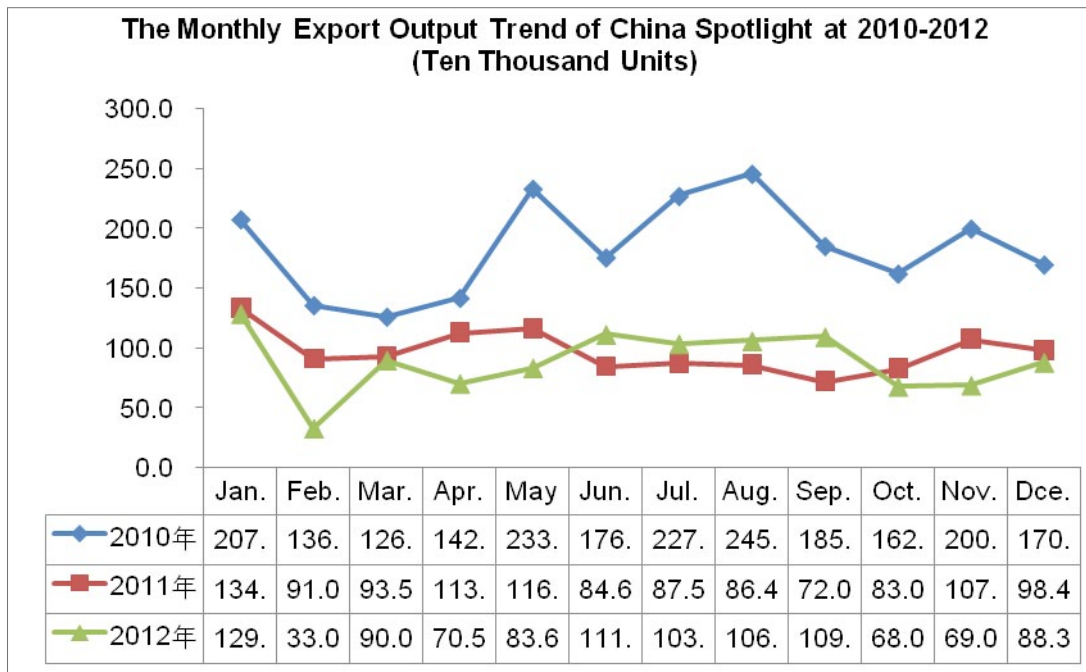
As data shows by custom, the China spotlight exports fell year by year at 2010-2012, and the export volume reached 10.63 million units, at 2012, dropped 9% over last year, the declined amplitude narrowed significantly compared with 2011.

2. The annual export value trend of China Spotlight (HS: 94054020)



As the same trend with export output, the export value of China spotlight also fell year by year at 2010-2012, and the value reached 101 million dollars at 2012, dropped 3.6% over last year, the declined amplitude narrowed significantly compared with 2011.

3. The Monthly Export Output Trend of China Spotlight (HS: 94054020)



As the figure shows, the spotlight monthly exports have a regulatory change.

----- Spotlight on Made-in-China.com -----



GU10 LED Spotlight (3W-GU10)

Lumen: 260lm
LED Chip: Epistar
CRI: >80



GU10 5W LED Spotlight

Life: 50,000h
Power Source: AC
Emitting Color: White



E27 5W LED Spotlights (TP-FC-SP-5W)

Life: 50,000h
Power Source: AC
Emitting Color: White



LED Spotlight (BL-HP9MR16-04)

Packing: Colored Box
Standard: CE
Production Capacity: 10, 000pcs/month



GU10 430lm 5W LED Spotlight

SMD3020
Light Source: LED
Install Style: Ceiling
Color: White



LED MR16 Spotlight 5W

Light Source: LED
Install Style: Pendant
Color: Silver

4. The China Spotlight (HS: 94054020) Exports Market Trends

No.	Country/Region	Export Value (Unit: Ten Million USD)			2012 growth rate compared with 2010
		2010	2011	2012	
1	USA	2.57	2.62	2.48	-3.50%
2	↑Hongkong	0.20	0.51	0.98	386.78%
3	Germany	0.91	0.99	0.85	-7.41%
4	Sweden	0.79	1.03	0.81	3.24%
5	↑Japan	0.12	0.17	0.31	152.02%
6	UK	0.81	0.24	0.30	-62.44%
7	↓Korea	1.02	0.54	0.30	-70.66%
8	↑Russia	0.11	0.20	0.26	145.98%
9	Netherlands	0.33	0.24	0.26	-18.98%
10	↓Spanish	0.36	0.26	0.25	-31.08%
11	Australia	0.41	0.21	0.23	-44.84%
12	Columbia	0.19	0.23	0.22	18.03%
13	Chile	0.13	0.12	0.16	17.63%
14	↓France	0.45	0.19	0.15	-66.07%
15	↓India	0.31	0.15	0.14	-52.68%

No.	Country/Region	Export Value (Unit: Ten Million USD)			2012 growth rate compared with 2010
		2010	2011	2012	
16	Thailand	0.14	0.08	0.14	3.02%
17	Venezuela	0.06	0.06	0.13	98.35%
18	↓Denmark	0.36	0.19	0.12	-67.37%
19	↑Saudi Arabia	0.04	0.07	0.12	182.84%
20	Italy	0.22	0.30	0.11	-50.56%

No.	Country/Region	Marketing Share		
		2010	2011	2012
1	USA	20.5%	25.0%	24.6%
2	↑Hongkong	1.6%	4.9%	9.7%
3	Germany	7.3%	9.4%	8.4%
4	Sweden	6.3%	9.8%	8.0%
5	↑Japan	1.0%	1.6%	3.1%
6	UK	6.5%	2.2%	3.0%
7	↓Korea	8.1%	5.2%	3.0%
8	↑Russia	0.9%	1.9%	2.6%
9	Netherlands	2.6%	2.3%	2.6%
10	Spain	2.9%	2.5%	2.5%
11	Australia	3.3%	2.0%	2.2%
12	Columbia	1.5%	2.2%	2.2%
13	Chile	1.1%	1.1%	1.6%
14	↓France	3.6%	1.9%	1.5%
15	India	2.4%	1.4%	1.4%
16	Thailand	1.1%	0.8%	1.4%

17	↑Venezuela	0.5%	0.6%	1.2%
18	↓Denmark	2.9%	1.8%	1.2%
19	↑Saudi Arabia	0.3%	0.7%	1.2%
20	Italy	1.7%	2.9%	1.1%

Note: “↑” means the index keep updating in 2010-2012, “↓” means index keep dropping in 2010-2012.

For top twenty export markets of China spotlight at 2012, the total proportion of export value is 72.37%. The USA, Hongkong and Germany list top three consumption markets, and export value rates are 24.6%, 9.7%, 8.4% separately.

The situation by export value growth shows that China spotlight export value kept increased to Hongkong, Japan, Russia and Saudi Arabia at top twenty markets between 2010 and 2012. And the biggest growth rate belongs to Hongkong with a 386.78% at 2010; the countries (Japan, Russia and Saudi Arabia) also take growth rate over 100%. Meanwhile, Korea is leading country that export value kept dropping, also Spain, France, India and Denmark.

The situation by marketing share shows that Hongkong, Japan, Russia and Saudi Arabia kept increasing marketing share of export value. Meanwhile, Korea, France and Denmark kept dropping marketing share at 2010 - 2012.

----- Spotlight on Made-in-China.com -----



LED Spotlight

Standard: CE /RoHs/FCC

Price: US \$ 1.5-2.5/ Piece

Trade Terms: FOB, EXW



Garden Spotlights 12V

Body Material: Aluminum Alloy

Operating Voltage: 110-240V

Lighting Bulbs & Tube: LED



Cree XP-G MR16 LED Spotlight

Life: 50,000h

Power Source: DC

Emitting Color: White



COB LED GU10 Spotlight

Life: 50,000h

Emitting Color: Warm white

Usage: Decoration



High Power Spotlight

Light Source: LED

Install Style: Ceiling

Color: White



MR16 COB LED Spotlight

Light Source: LED

Install Style: Track

Color: Silver, Other Color Is Available

5. The Original Place of Delivered China Spotlight (HS: 94054020) Trends

No.	Region	Export Value(Unit: Ten Million USD)			2012 growth rate compared with 2010
		2010	2011	2012	
1	Guangdong	5.73	4.55	4.64	-19.02%
2	↑ Jiangsu	1.38	2.32	2.44	76.83%
3	↓ Zhejiang	1.88	1.23	1.21	-35.65%
4	↓ Fujian	1.47	1.19	0.90	-38.44%
5	↓ Shanghai	1.99	1.12	0.69	-65.20%

No.	Region	Marketing Share		
		2010	2011	2012
1	Guangdong	45.8%	43.4%	46.0%
2	↑ Jiangsu	11.0%	22.1%	24.2%
3	Zhejiang	15.0%	11.8%	12.0%
4	↓ Fujian	11.7%	11.4%	9.0%
5	↓ Shanghai	15.9%	10.7%	6.9%

Note: “↑” means the index keep updating in 2010-2012, “↓” means index keep dropping in 2010-2012.

Guangdong is the biggest original place of delivered China Spotlight, and shared a 46% rate of whole China import value of 2012. The next 4 regions are Jiangsu, Zhejiang, Fujian and Shanghai, and shared marketing rate (24.2%, 12.0%, 9.0% and 6.9%) respectively.

The situation by export value growth shows that Jiangsu kept rising only listed five original place of delivered China Spotlight at 2010-2012.

The situation by marketing share shows that Jiangsu also kept rising only listed five original place of delivered China Spotlight, Fujian and Shanghai continued to go down at 2010-2012

----- **Spotlight on Made-in-China.com** -----



LED Spotlight

Power: 3W

LED Quantity: 3PCS

Input Voltage: 90-265V AC/50Hz



Dimmable High CRI 5W LED Spotlight

Light Source: LED

Color: Black

Voltage: 85-256V



KD-MR16-08 4x1W Spotlight

Light Source: LED

Install Style: Spotlighting

Color: Full Range



GU10 MR16 LED Spotlight

Power: 3w

Luminous Flux: 210lm

Beam Angle: 25degree



LED COB Spotlight

Light Source: LED

Color: White

Voltage: DC12V or AC110V/220V



LED Spotlight (3W)

Install Style: Pendant

Color: Orange

Voltage: DC12V

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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