

# The Golf Related Products

## Industry Analysis Report

2012.12



**Made-in-China.com**



Produced by IAR Team  
Focus Technology Co., Ltd.

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## 1. The Current Export Situation of China Golf Related Products At 2012

### 1.1. The Export Analysis of Chinese Golf Cart (HS: 87031011) at Jan. – Oct. 2012

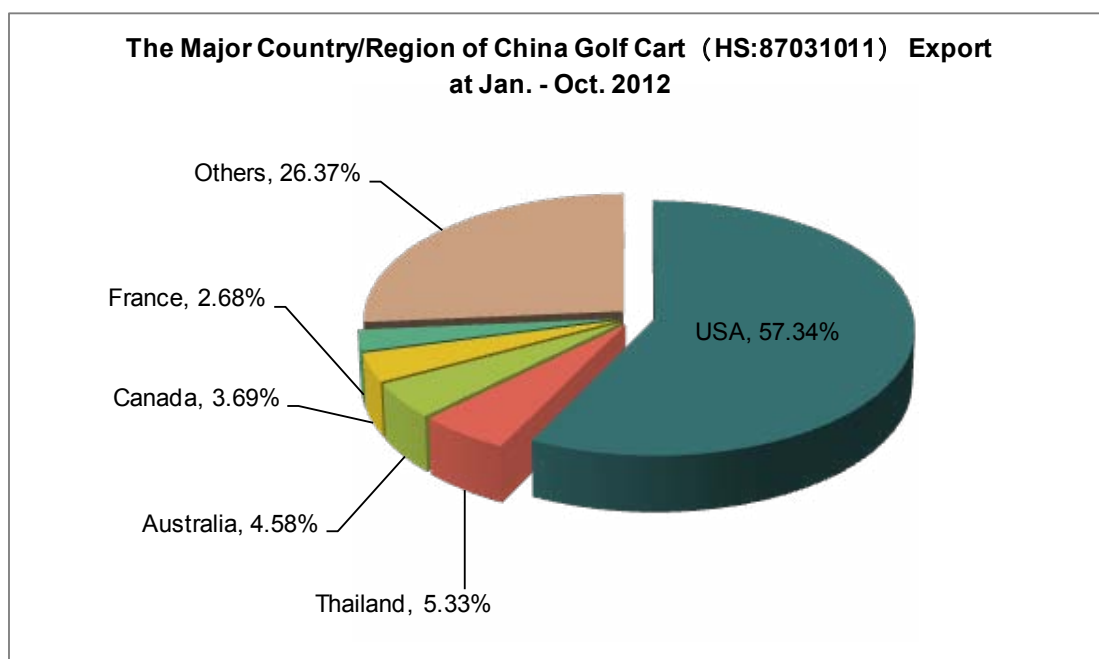
#### 1.1.1. The Export Volume and Value of Chinese Golf Cart (HS: 87031011) at Jan. – Oct. 2012

Monthly	Volume (Units)	Value (ten thousands USD)	Compared with the same period of last year ±%	
			Volume	Value
Jan.	41,550	3,301.7	-6.5	18.5
Feb.	12,948	1,229.1	-15.8	7.8
Mar.	37,295	2,987.8	6.2	21.1
Apr.	38,901	3,337.0	-4.1	23.9
May	47,342	4,339.7	23.2	53.4
Jun.	45,445	4,014.8	5.7	36.8
Jul.	41,183	3,768.6	0.5	31.9
Aug.	38,948	3,155.8	-12	9.6
Sep.	48,368	2,823.3	-4.9	-11.9
Oct.	48,197	3,003.1	-4.5	4.4
Total	400,177	31,960.9	-0.8	19.8

The export volume of China golf cart dropped 0.8% over the same period before and reached 400 thousands units at Jan-Oct 2012, and the export value reached \$ 320 million USD in the same period, which increased 19.8%.

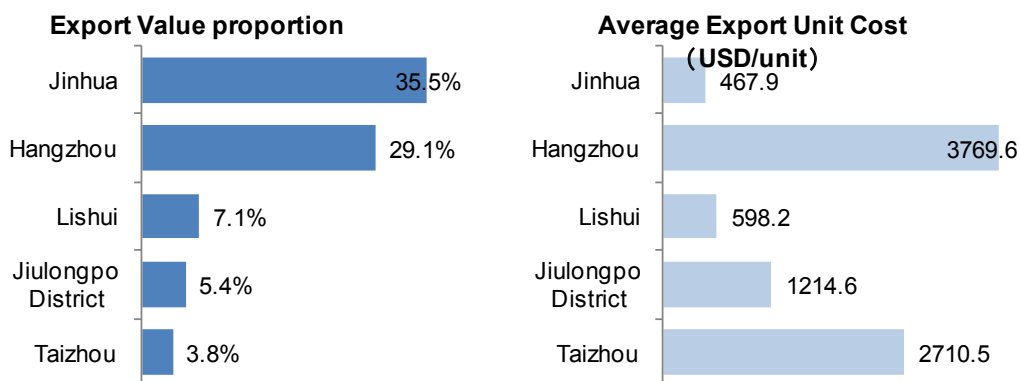
## 1.1.2. The Major Country/Region of China Golf Cart (HS:87031011) Export at Jan. - Oct. 2012

No.	Country	Volume (units)	Value (ten thousands USD)	Compared with the same period of last year ±%	
				Volume	Value
1	USA	95,291	6,115.0	32.3	45.8
2	Finland	13,218	3,548.0	243.0	963.1
3	Russia	26,426	2,402.6	71.3	24.5
4	Australia	22,120	1,773.2	7.7	41.1
5	Canada	16,401	1,650.5	-6.6	17.6
6	France	9,299	1,492.5	-29.6	-12.8
7	Germany	20,120	1,461.0	-20.0	-21.6
8	Sweden	8,569	1,273.6	-7.6	-7.0
9	Argentina	18,686	1,152.6	-42.2	-42.0
10	Netherlands	32,686	966.6	-16.9	-11.4



The United States is the biggest China golf cart consumption market. The export volume of China golf cart increased 32.3% and reached 95.291 thousands units at Jan-Oct 2012, and the export value reached \$ \$ 61,150,000 in the same period, which increased 45.8%. The ranking of top ten consumption markets made a big change compared with 2011, Finland became the second export market at 2012 which ranked 14th at 2011, also Argentina dropped as the 9th consumption market at 2012 which ranked No.2 at 2011.

## 1.1.3. The Original Place Of Delivered China Golf Cart (HS:87031011) and the Average Export Unit Cost at Jan. – Oct. 2012



The original place of delivered china golf cart mainly focuses on Zhejiang and Chongqing, Zhejiang shared a 76.9% rate of whole China export value at Jan - Oct 2012(jinhua-35.5%, hangzhou-29.1% and Lishui 7.1%). Chongqing shared another 11.9% market (mainly focus on Jiulongpo, Ba'n'an and Changshou).

## 1.2. The Export Analysis of Chinese Golf Clubs (HS: 950631) at Jan. – Oct. 2012

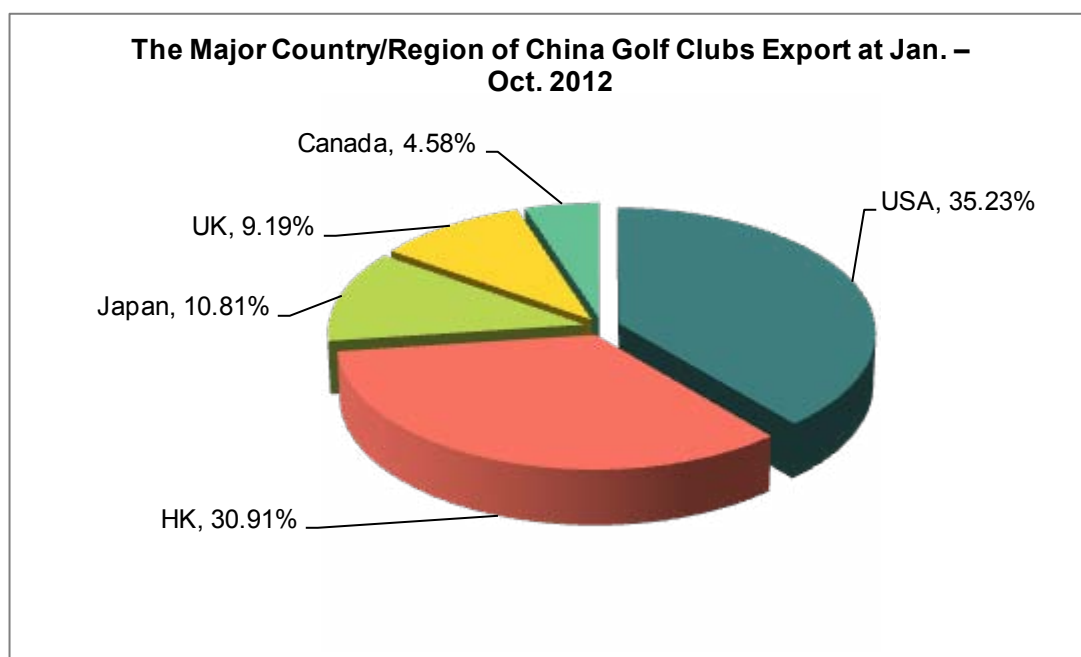
### 1.2.1. The Export Volume and Value of Chinese Golf Clubs at Jan. – Oct. 2012

Monthly	Volume (Ten Thousands Units)	Value (Ten Thousands USD)	Compared with the same period of last year±%	
			Volume	Value
Jan.	375.7	6,765.6	-12.9	0
Feb.	330.7	7,375.8	24.1	78.2
Mar.	423.6	8,400.1	-3.5	11.4
Apr.	377.5	6,353.3	-1.8	7.8
May	311.0	5,441.2	4.6	13.9
Jun.	267.9	4,282.8	22.5	39.6
Jul.	194.7	2,552.0	-6.7	-21
Aug.	175.3	3,019.5	-6.9	-1.4
Sep.	205.7	3,582.4	-6.4	-0.2
Oct.	203.5	3,311.6	6.5	-4.5
Total	2,865.6	51,084.3	0.7	12.2

The export volume of China golf clubs increased 0.7% over the same period before and reached 2865.6 ten thousands units at Jan-Oct 2012, and the export value reached\$ 510 million USD in the same period, which increased 12.2%.

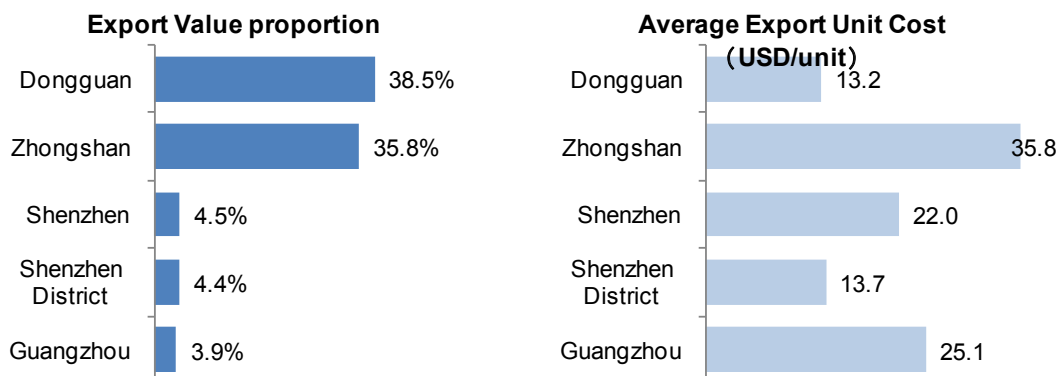
## 1.2.2. The Major Country/Region of China Golf Clubs Export at Jan. – Oct. 2012

No.	Country/Region	Volume (Ten Thousands Units)	Value (Ten Thousands USD)	Compared with the same period of last year±%	
				Volume	Value
1	USA	1,375.6	17,999.0	5.1	7.9
2	HK	465.0	15,791.4	0.4	19.6
3	Japan	286.9	5,521.1	11.1	28.8
4	UK	291.8	4,697.1	1.8	16.7
5	Canada	133.3	2,339.3	-31.4	-18.8
6	Korea	56.3	1,307.7	-24.2	2.6
7	Australia	60.3	731.2	15.6	25.5
8	Singapore	15.9	397.3	-18.2	28.0
9	South Africa	27.7	355.8	19.0	33.5
10	Germany	37.3	339.2	-1.2	1.6



The statistics at the first ten months of 2012 shows that top 5 Chinese golf clubs consumption market are United States, HK, Japan, British and Canada. Although, the China exports is not good as forecast, but Chinese golf clubs export volume keeps increasing to Japan, Australia and South Africa in top ten consumption markets, and the corresponding increased rates are 11.1%, 15.6% and 19%, also the exports value keep a 25% growth, this is a important message for Chinese suppliers.

## 1.2.3. The Original Place of Delivered China Golf Clubs and The Average Export Unit Cost At Jan. – Oct. 2012



The original place of delivered china golf clubs mainly focuses on Guangdong, which shared a 91.7% rate of whole China export value at Jan - Oct 2012, and Dongguan and Zhongshan are main production base in Guangdong. By contrast, the average export unit cost from Dongguan is lower than Zhongshan, and there is a 2.7 times gap.

## 1.3. The Export Analysis of Chinese Golf Balls (HS: 950632) at Jan. – Oct. 2012

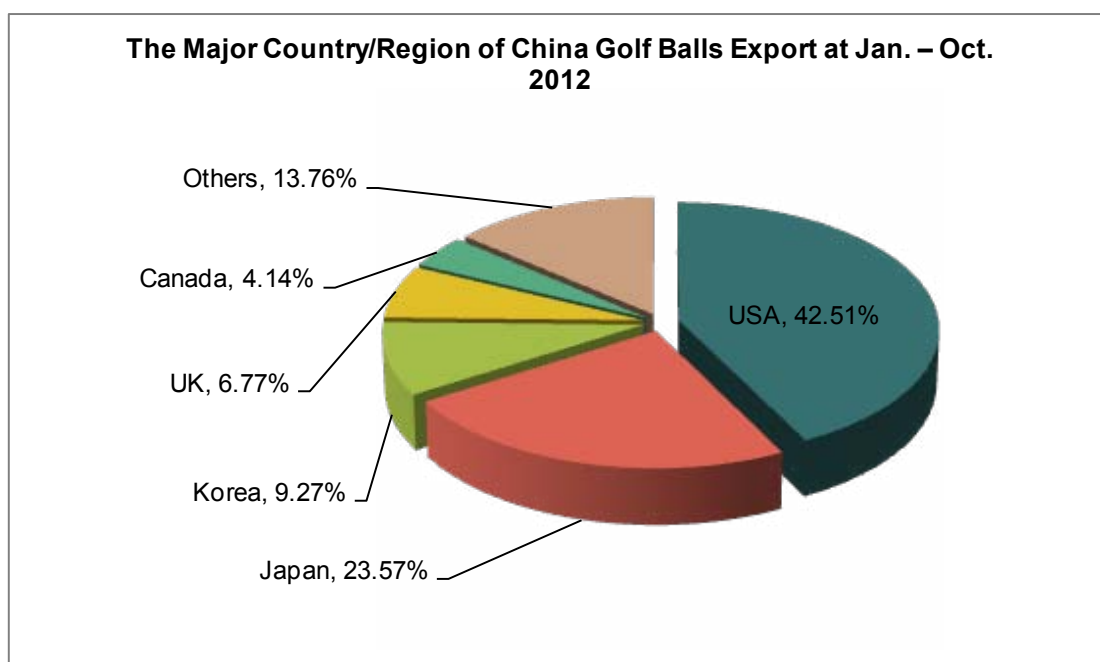
### 1.3.1. The Export Volume and Value of Chinese Golf Balls at Jan. – Oct. 2012

Month	Volume (Ten Thousands Units)	Value (Ten Thousands USD)	Compared with the same period of last year±%	
			Volume	Value
Jan.	2,143.9	671.1	-13.6	-2.7
Feb.	1,533.2	452.7	-13.4	-19.2
Mar.	2,101.7	660.0	-7.6	-0.2
Apr.	2,417.4	844.8	13.2	28.2
May	2,102.2	748.5	33.7	50
Jun.	1,881.9	681.8	14.7	16.3
Jul.	1,777.7	701.0	4.2	25
Aug.	1,742.2	611.0	27	34.9
Sep.	1,952.4	711.6	51.9	51.6
Oct.	1,911.9	685.3	42.5	34
Total	19,564.6	6,767.9	11.3	19.8

The export volume of China golf balls increased 11.3% over the same period before and reached 19,600 ten thousands units at Jan-Oct 2012, and the export value reached\$ 67,679,000 USD in the same period, which increased 19.8%. At first ten months of 2012, the exports volume showed a fell trend from Jan - Mar, and other 7 months showed a increased trend with different growth.

## 1.3.2. The Major Country/Region of China Golf Balls Export at Jan. – Oct. 2012

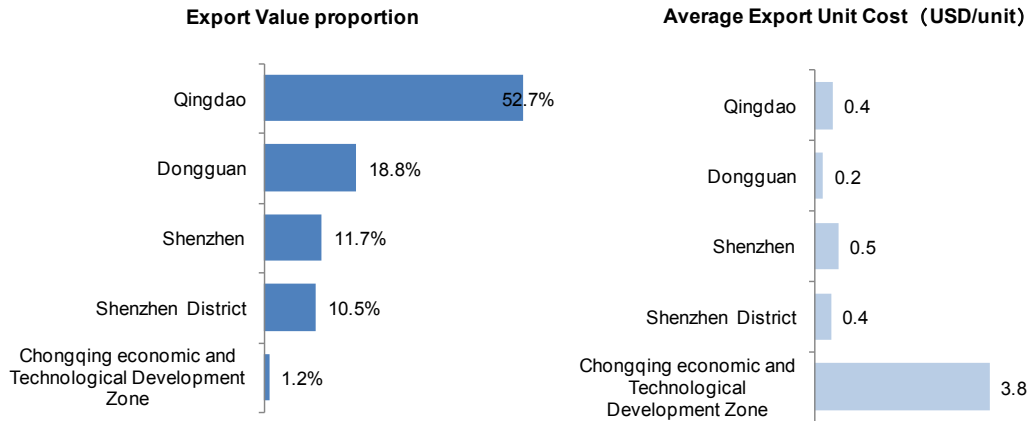
No	Country/Region	Volume (Ten Thousands Units)	Value (Ten Thousands USD)	Compared with the same period of last year±%	
				Volume	Value
1	USA	9,440.3	2,876.8	7.7	5.1
2	Japan	3,246.8	1,594.9	61.6	79.1
3	Korea	1,836.8	627.2	2.7	12.3
4	UK	1,529.5	458.2	9.2	20.8
5	Canada	1,001.0	279.9	14.4	12.4
6	Holland	418.8	136.7	-0.7	-11.6
7	Australia	389.6	125.6	-7.3	12.9
8	Mexico	334.6	124.1	24.3	36.4
9	Germany	238.4	70.4	-2.1	15.6
10	HK	182.9	63.1	-42.3	-41.5



The statistics at the first ten months of 2012 shows that top 5 Chinese golf balls consumption market are United States, Japan, Korea, British and Canada. The Chinese golf balls exports keeps big increasing to Japan and Mexico in top ten consumption markets. For Japan, the export volume increased 61.6%, and the export value increased 79.1%. Also for Mexico, the export volume increased 24.3%, and the export value increased 36.4%.



## 1.3.3. The Original Place of Delivered China Golf Balls and The Average Export Unit Cost at Jan. – Oct. 2012



The original place of delivered china golf balls mainly focuses on Shandong and Guangdong, Shandong and Chongqing shared a 52.7% / 43% rate of whole China export value at Jan - Oct 2012. Qingdao of Shandong is the biggest original place of delivered china golf balls, Dongguan and Shenzhen are next two regions. As average export unit cost shows that Dongguan is lower than Qingdao and Shenzhen.

### 1.4. The Export Analysis of Chinese Other Golf Related Appliance (HS: 950639) at Jan. – Oct. 2012

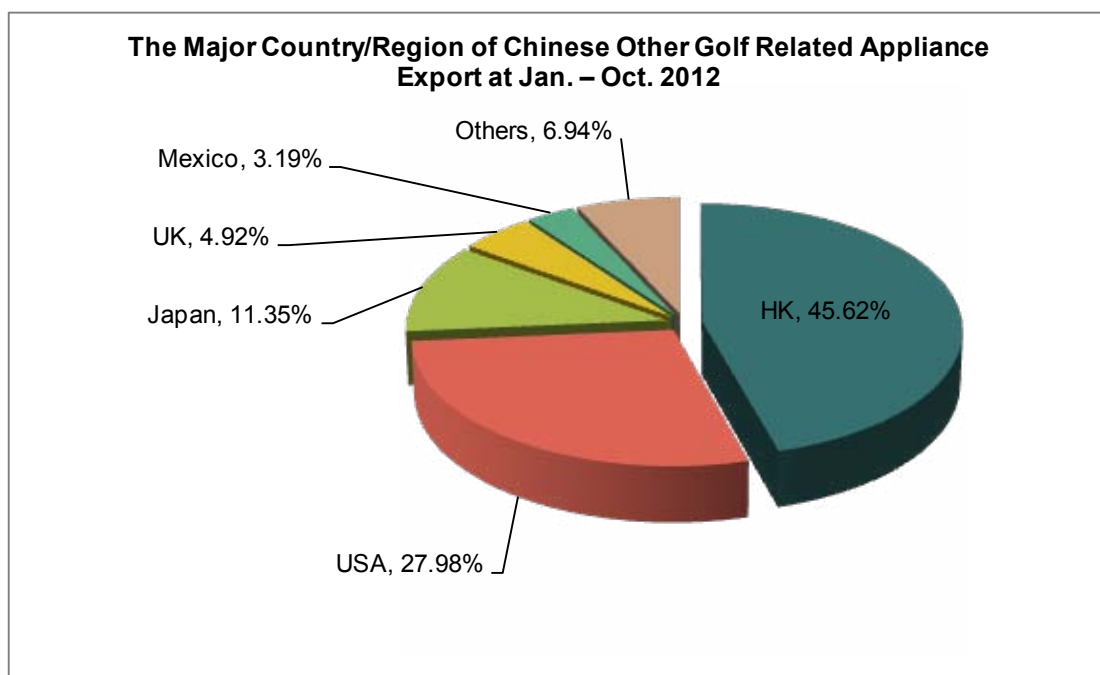
#### 1.4.1. The Export Volume and Value of Chinese Other Golf Related Appliance at Jan. – Oct. 2012

Monthly	Volume (T)	Value (Ten thousands)	the same period of last year±%	
			Volume	Value
Jan.	1,050.7	4,188.9	-14.8	0.7
Feb.	894.6	4,434.9	7	62.4
Mar.	1,377.9	5,282.0	7.3	24.2
Apr.	1,581.8	5,856.9	16.8	40.8
May	1,431.0	5,030.5	23.5	43.4
Jun.	1,134.8	3,935.0	2.2	24.6
Jul.	1,028.6	4,032.5	-3.5	15.2
Aug.	1,108.4	4,299.0	4.7	39.1
Sep.	1,077.2	4,376.1	2.1	46.9
Oct.	1,027.7	4,445.0	-5.8	18.8
Total	11,712.6	45,880.7	4.1	30

The export volume of Chinese other golf related appliance increased 4.1% over the same period before and reached 1.2 ten thousands tons at Jan-Oct 2012, and the export value reached \$ 0.459 billion USD in the same period, which increased 30%. At first ten months of 2012, the exports volume showed a fell trend from Jan - Mar, and other 7 months showed a increased trend with different growth.

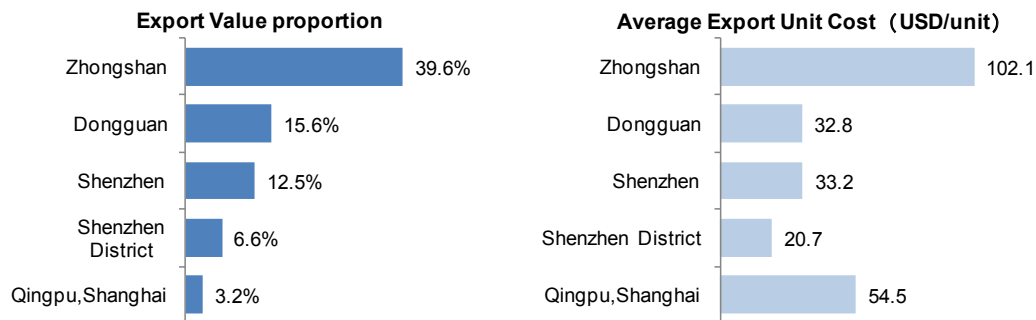
## 1.4.2. The Major Country/Region of Chinese Other Golf Related Appliance Export at Jan. – Oct. 2012

No.	Country/Region	Volume (T)	Value (Ten thousands)	the same period of last year±%	
				Volume	Value
1	HK	3,638.0	20,933.0	16.4	22.9
2	USA	4,398.9	12,836.4	-2.4	16.4
3	Japan	1,197.9	5,206.1	22.9	51.1
4	UK	686.5	2,255.5	-9.6	79.1
5	Mexico	260.9	1,465.5	154.3	185.8
6	Taiwan	69.0	705.4	-4.0	14.0
7	Canada	345.0	552.5	79.1	142.6
8	Korea	184.8	346.2	-11.2	22.4
9	Australia	203.9	337.1	15.4	93.3
10	Vietnam	69.9	227.4	167.2	302.2



The statistics shows that top 5 Chinese other golf related appliance consumption market are HK, United States, Japan, British and Canada.

## 1.4.3. The Original Place of Delivered China Other Golf Related Appliance and The Average Export Unit Cost at Jan. – Oct. 2012



The original place of delivered china other golf related appliance mainly focuses on Guangdong, which shared a 83% rate of whole China export value at Jan - Oct 2012, and Zhongshan, Dongguan and Shenzhen are main production base in Guangdong. Shanghai is the second goods delivered place, which take 4.8% market share only. As average export unit cost shows that Zhongshan holds the biggest market share.

## 2. 2012 Global Golf Industry Import Analysis

### 2.1. The Major Country/Region of Golf Carts Import at Jan. – Aug. 2012

No.	Import Country/Region	Import Value(Thousand Dollar)	Compared with the same period of last year
1	Unit States	253,421	86.10%
2	Canada	190,860	9.39%
3	Russia	56,699	6.13%
4	UK	34,928	29.48%
5	Korea	24,232	14.11%
6	Belgium	24,072	-0.66%
7	Germany	21,788	10.02%
8	Sweden	20,093	33.78%
9	France	19,143	-1.43%
10	Australia	15,377	5.37%

In top ten golf cart import countries, the USA import value increased 86.1% over the same period before and reached 2534.2 ten thousands USD at Jan-Aug 2012. The next two countries listed top ten is UK and Sweden, which take 29.48% and 33.78% growth respectively.

### 2.2. The Major Country/Region of Golf Clubs Import at Jan. – Aug. 2012

No.	Import Country/Region	Import Value(Thousand Dollar)	Compared with the same period of last year
1	USA	368,981	44.43%
2	Japan	253,994	30.95%
3	Korea	177,849	-7.77%
4	UK	93,712	-14.58%
5	Canada	83,021	-0.50%
6	China	34,222	19.74%
7	Australia	26,748	17.77%
8	Singapore	23,141	-8.89%
9	France	22,436	-5.46%
10	Germany	18,745	32.31%

The biggest golf clubs import country is still USA at Jan - Aug 2012, the import value reached 0.369 billion USD, which increased 44.43% compared with before. Japan is the second, which increased 30.95%. Besides, the import value of Germany increased 32.31%. The four countries demand reduced obviously in the same periods, which were Korea, UK, Singapore and France.

### 2.3. The Major Country/Region of Golf Balls Import at Jan. – Aug. 2012

No.	Import Country/Region	Import Value(Thousand Dollar)	Compared with the same period of last year
1	USA	139,847	31.72%
2	Japan	61,857	21.42%
3	UK	59,512	-3.20%
4	Canada	46,011	6.74%
5	Korea	37,769	-8.10%
6	Holland	18,256	47.10%
7	Australia	15,548	25.49%
8	Germany	10,473	29.31%
9	China	9,718	43.31%
10	Sweden	9,440	-3.09%

As biggest golf balls import country at Jan - Aug 2012, the USA import value reached 0.14 billion USD, which increased 31.72% compared with before. The Holland and China also held a huge growth, which both keep over 40% growth. As second one, Japan import value reached 6185.7 ten thousands USD, which increased 21.42% compared with before. The four countries demand reduced obviously in the same period, which were UK, Korea and Sweden.

### 2.4. The Major Country/Region of China Other Golf Related Appliance at Jan. – Aug. 2012

No.	Import Country/Region	Import Value(Thousand Dollar)	Compared with the same period of last year
1	USA	289,262	3.92%
2	Japan	200,149	29.17%
3	China	148,643	22.37%
4	UK	70,108	-2.95%
5	Mexico	44,340	105.88%
6	Thailand	30,444	10.20%
7	Korea	26,994	24.05%
8	Canada	17,246	13.51%
9	Singapore	12,293	15.21%
10	Australia	10,315	28.07%

The biggest other golf related instruments import country is USA at Jan - Aug 2012, the import value reached 0.29 billion USD, which increased 3.92% compared with before. Japan is the second, which increased 29.17%. As the fifth import country, the Mexico import value took a huge growth and increased 105.88%. Meanwhile, the import value of UK dropped 2.95% compared with before.

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