

Holiday Supplies

Industry Analysis Report

from 2010 to 2013

2013.11



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd.

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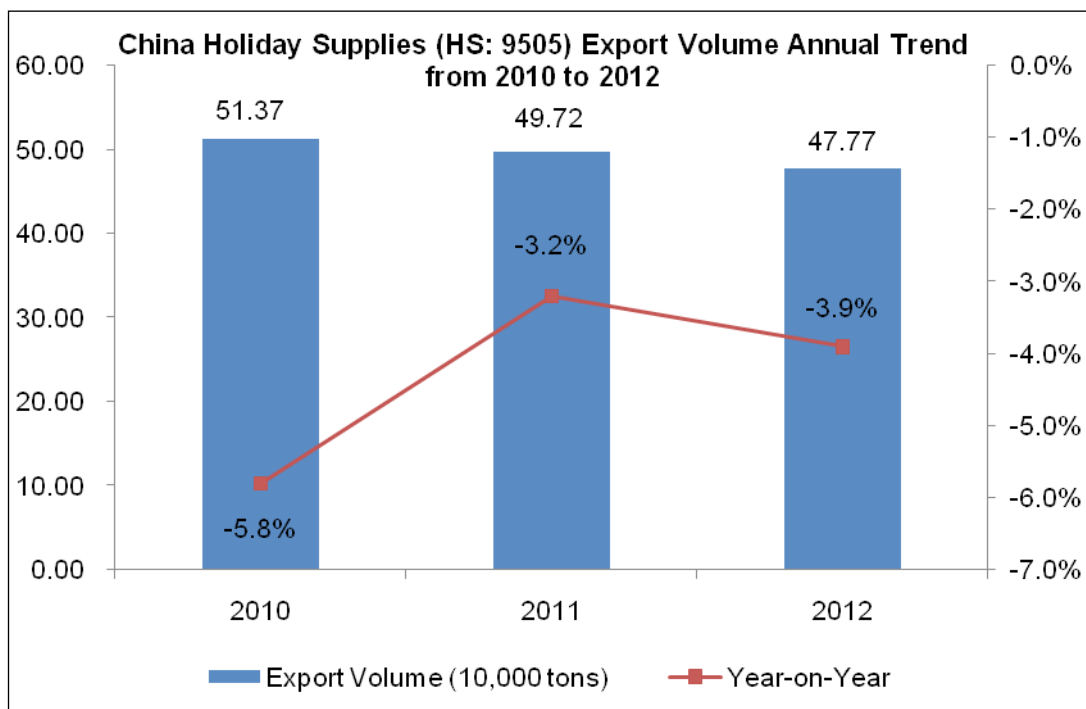
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1. China Holiday Supplies (HS: 9505) Export Trend Analysis from 2010 to 2012

Note:

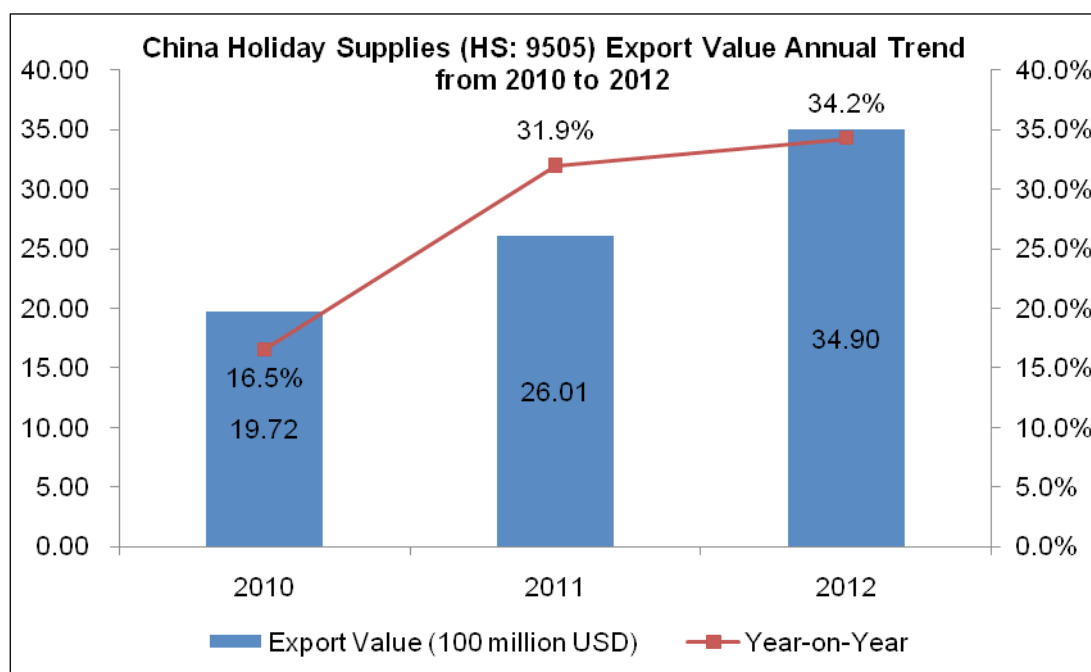
HS Code (9505) Festive, carnival or other entertainment articles, including conjuring tricks and novelty jokes, hereafter referred to as "Holiday Supplies"

1.1. China Holiday Supplies Export Volume Trend from 2010 to 2012



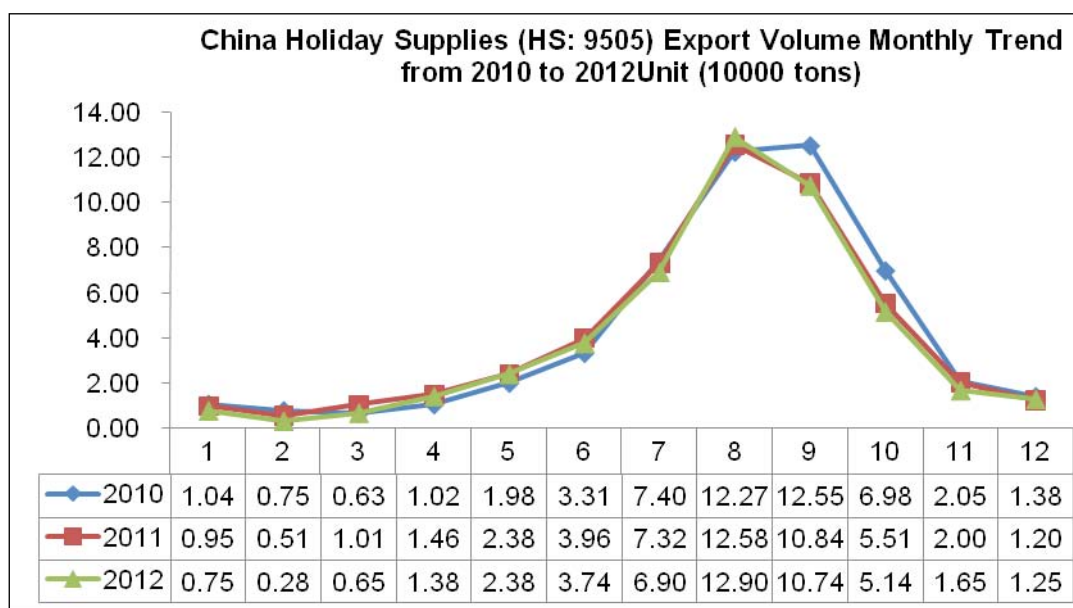
As can be seen from the above chart, China holiday supplies export volume declined year by year from 2010 to 2012. The export volume of 2012 amounted to 477,700 tons, with a decrease of 3.9% compared to the same period of 2011.

1.2. China Holiday Supplies Export Value Trend from 2010 to 2012



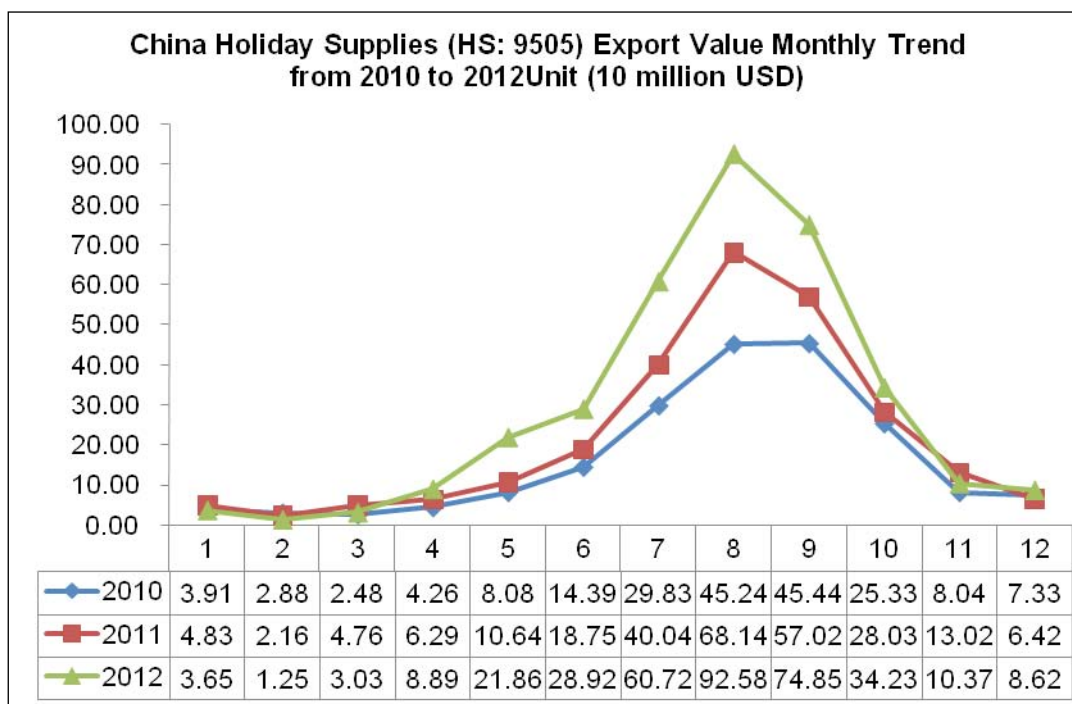
As can be seen from the above chart, China holiday supplies export value increased year by year from 2010 to 2012. The export value of 2012 amounted to 3.49 billion US dollars, with an increase of 34.2% compared to the same period of 2011.

1.3. China Holiday Supplies Export Volume Monthly Trend from 2010 to 2012



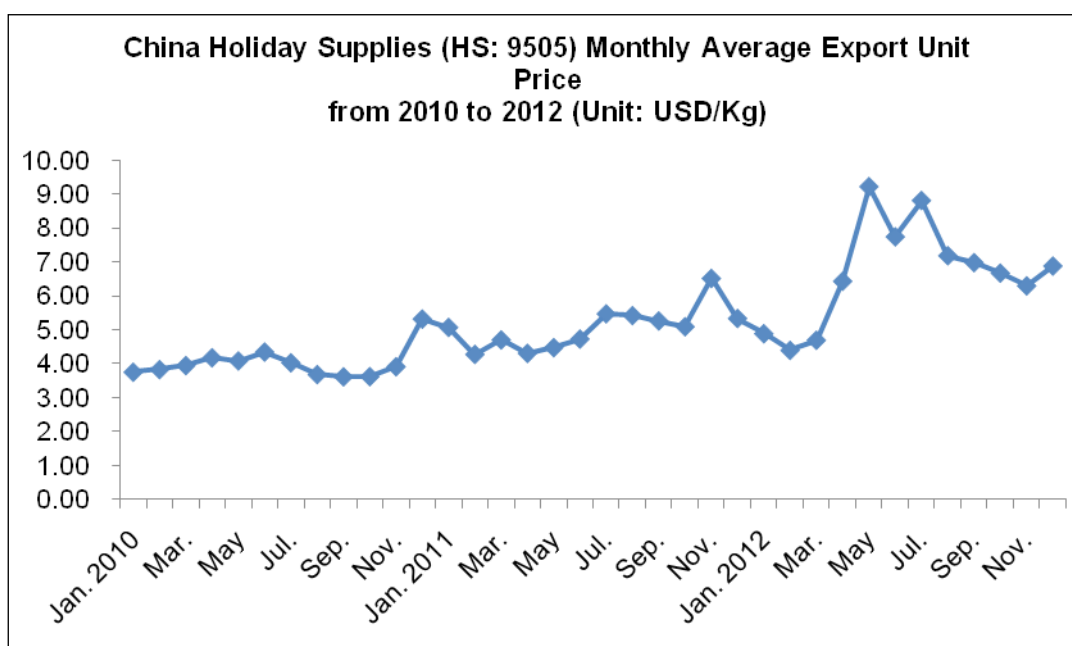
As can be seen from the above chart, China holiday supplies have the obvious pale busy season characteristic, and the exportation peak mainly concentrates from July to October.

1.4. China Holiday Supplies Export Value Monthly Trend from 2010 to 2012



As can be seen from the China holiday supplies monthly export value chart, the export value of 2012 peaked in August and slumped in February.

1.5. China Holiday Supplies Monthly Average Export Unit Price Trend from 2010 to 2012



As can be seen from China holiday supplies monthly average export unit price from 2010 to 2012, the average unit price of 2012 is higher than the previous 2 years.

1.6. China Holiday Supplies Export Markets Analysis from 2010 to 2012

No.	Countries/Regions	Export Value (USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
1	USA	810,559,287	1,087,330,366	1,386,412,045	71.04%
2	UK	139,291,704	184,518,084	207,207,833	48.76%
3	Netherlands	99,735,263	124,179,060	170,891,275	71.34%
4	Canada	82,925,307	103,834,931	150,018,643	80.91%
5	Germany	94,983,267	131,334,501	148,320,167	56.15%
6	Brazil	38,694,304	47,530,105	106,500,077	175.23%
7	Italy	77,430,273	87,383,528	91,430,464	18.08%
8	The Russian Federation	35,522,551	59,313,839	73,865,511	107.94%
9	Mexico	30,940,103	37,213,848	69,166,830	123.55%
10	Australia	33,560,699	36,364,627	64,694,824	92.77%
11	Singapore	10,053,324	13,906,249	64,590,597	542.48%
12	Panama	17,875,423	29,672,983	57,650,237	222.51%
13	France	39,434,386	46,600,640	53,195,718	34.90%
14	Chile	18,876,182	24,898,612	47,125,278	149.65%
15	Hong Kong	37,461,031	34,812,956	44,771,185	19.51%
16	Japan	39,582,685	42,834,348	44,248,857	11.79%
17	Belgium	29,560,933	40,604,016	39,616,500	34.02%
18	Spain	37,663,477	48,099,097	39,222,019	4.14%
19	Malaysia	11,745,499	14,237,259	37,517,205	219.42%
20	Colombia	13,311,639	19,409,208	27,929,465	109.81%

The first three largest export markets of China holiday supplies are the USA, the UK and Netherlands. China's export value to USA, UK and Netherlands in 2012 is 1.386 billion US dollars, 27 million US dollars and 171 million US dollars separately, with an increase of 71.04%, 48.76% and 71.34% compared to 2010. Among the above twenty export markets, the export value of China to Singapore increased the largest, with an increase of 542.48% compared 2012 with 2010.

1.7. China Holiday Supplies Export Markets Share Analysis from 2010 to 2012

No.	Countries/Regions	Value Percentage		
		2010	2011	2012
1	USA	41.10%	41.80%	39.73%
2	UK	7.06%	7.09%	5.94%
3	Netherlands	5.06%	4.77%	4.90%
4	Canada	4.21%	3.99%	4.30%
5	Germany	4.82%	5.05%	4.25%
6	Brazil	1.96%	1.83%	3.05%
7	Italy ↓	3.93%	3.36%	2.62%
8	The Russian Federation	1.80%	2.28%	2.12%
9	Mexico	1.57%	1.43%	1.98%
10	Australia	1.70%	1.40%	1.85%
11	Singapore ↑	0.51%	0.53%	1.85%
12	Panama ↑	0.91%	1.14%	1.65%
13	France ↓	2.00%	1.79%	1.52%
14	Chile	0.96%	0.96%	1.35%
15	Hong Kong ↓	1.90%	1.34%	1.28%
16	Japan ↓	2.01%	1.65%	1.27%
17	Belgium	1.50%	1.56%	1.14%
18	Spain ↓	1.91%	1.85%	1.12%
19	Malaysia	0.60%	0.55%	1.08%
20	Colombia ↑	0.68%	0.75%	0.80%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

The data of 2012 shows that the United States, the United Kingdom and Netherlands, the first three largest export markets of China holiday supplies, accounted for 39.73%, 5.94% and 4.90% of the total export value of the same product of China separately.

Judging from the three-year market share, the import value in proportion of Singapore, and Panama and Colombia continued to rise, while that of Italy, France, Hong Kong, Japan and Spain continued to decline.

(Source: China Customs Network)

2. China Holiday Supplies (HS: 9505) Exports in 2013

2.1. China Holiday Supplies Export Volume and Value from Jan. to June in 2013

Month	Volume (kg)	Value (USD)	YOY	
			Volume	Value
January	9,446,908	59,595,432	26.5%	63.4%
February	6,310,152	36,977,897	121.7%	195.5%
March	7,561,822	62,278,174	17.1%	105.5%
April	12,629,717	96,047,906	-8.7%	8%
May	20,604,940	151,888,859	-13.3%	-30.5%
June	34,628,226	292,924,413	-7.5%	1.3%
Jan. to June Total	91,181,765	699,712,681	-0.7%	3.5%

The export volume of China holiday supplies from Jan. to June in 2013 amounted to 91,200 tons, with a decrease of 0.7%, while the export value amounted to 700 million US dollars, with an increase of 3.5%.

2.2. China Holiday Supplies Major Export Countries/Regions Distribution from Jan. to June in 2013

No.	Countries/Regions	Volume (kg)	Value (USD)	YOY	
				Volume	Value
1	USA	33,823,583	246,189,805	-10.2%	-12.7%
2	Netherlands	4,645,958	41,196,663	-2.2%	-8.5%
3	Brazil	5,099,103	39,984,428	-0.3%	28.1%
4	Germany	3,343,971	34,359,518	-11.7%	0.7%
5	UK	3,305,538	32,113,603	8.6%	37.3%
6	Panama	1,819,628	21,027,523	-31.7%	-33.3%
7	Singapore	1,822,556	20,598,871	108.3%	79.6%
8	Canada	1,784,906	16,879,679	-15.7%	-0.2%
9	Italy	2,195,146	16,733,850	-26.1%	-21%
10	France	1,803,320	15,726,771	129.5%	159.1%



From Jan. to June in 2013, among the first ten export destination countries/regions, the export value of China holiday supplies to five countries/regions of them increased. Seen from the export value in proportion, there is the greatest increase in France (with an increase of 159.1% year on year), followed by Singapore (with an increase of 79.6% year on year).

2.3. China Holiday Supplies Original Places of Exported Goods from Jan. to June in 2013

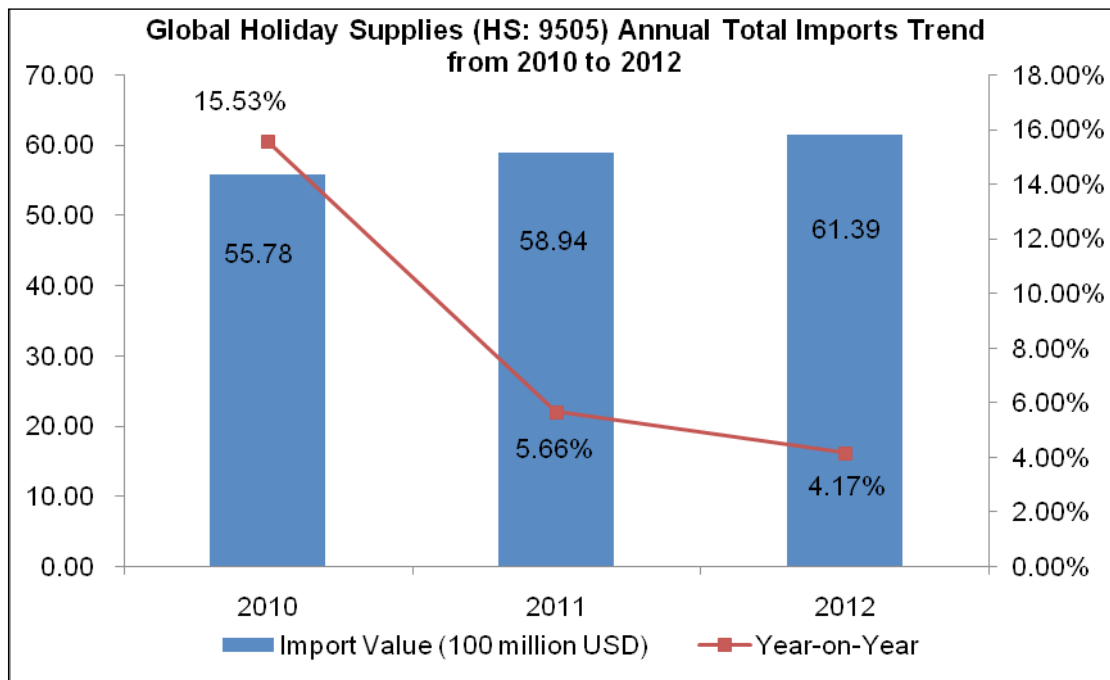
No.	Regions	Volume (kg)	Value (USD)	YOY	
				Volume	Value
1	Guangdong	41,780,813	298,205,761	-12.9%	-7.3%
2	Zhejiang	22,759,965	116,246,385	-4.3%	-0.2%
3	Anhui	4,312,643	53,676,013	156.2%	362.8%
4	Henan	3,321,115	45,416,614	323.7%	676.4%
5	Jiangsu	2,634,816	27,781,115	13.3%	18.9%
6	Fujian	4,525,932	27,701,240	3.6%	8.8%
7	Liaoning	2,340,958	26,142,351	-6.6%	-6.6%
8	Shandong	2,565,686	23,533,532	156%	184.9%
9	Chongqing	643,997	18,549,671	-61.7%	-72.3%
10	Jiangxi	1,346,772	17,109,647	21%	-5.5%

Guangdong and Zhejiang are China holiday supplies major original places of exported goods. From Jan. to June in 2013, the export volume of the above two provinces accounted for 70.78% of China's total export volume of the product, while the export value accounted for 59.23% of the total export value. Among the top ten original places of holiday supplies of our country, the export volume and value in Henan increased the largest, with an increase of 323.7% of the export volume and 676.4% of the export value.

(Source: China Customs Network)

3. Global Holiday Supplies (HS: 9505) Import and Export Trend Analysis from 2010 to 2012

3.1. Global Holiday Supplies Annual Total Imports Trend from 2010 to 2012



Global holiday supplies import value increased year by year from 2010 to 2012. The import value of 2012 amounted to 6.139 billion US dollars, with an increase of 4.17% year on year.

3.2. Global Holiday Supplies Main Demanding Countries/Regions Import Value from 2010 to 2012

No.	Import Countries/Regions	Import Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
1	USA	2,631,998	2,736,057	2,829,036	7.49%
2	Canada	306,997	346,959	367,887	19.83%
3	UK	371,925	341,159	364,202	-2.08%
4	Germany	228,141	257,550	229,872	0.76%
5	France	184,033	178,974	189,791	3.13%
6	Netherlands	135,824	133,642	168,409	23.99%
7	The Russian Federation	76,169	94,494	150,799	97.98%
8	Italy	182,949	191,639	150,746	-17.60%
9	Hong Kong	159,691	152,345	144,949	-9.23%
10	Belgium	113,195	121,657	102,505	-9.44%
11	Australia	73,603	83,438	97,700	32.74%
12	Mexico	80,516	83,732	88,209	9.55%
13	Brazil	44,759	56,408	67,766	51.40%
14	Spain	89,646	84,599	66,853	-25.43%
15	Panama	23,957	29,821	62,459	160.71%
16	Austria	66,850	80,000	59,336	-11.24%
17	Colombia	33,603	42,975	51,932	54.55%
18	Japan	36,272	41,744	47,738	31.61%
19	Chile	32,722	41,945	46,530	42.20%
20	Switzerland	41,385	44,691	43,181	4.34%

The United States is the largest importing country of holiday supplies in the world. The import value of 2012 amounted to about 2.829 billion US dollars, with an increase of 7.49% compared to 2010. Canada and the United Kingdom ranked the second and the third separately, with import value of 368 million US dollars and 364 million US dollars in 2012. Among the above twenty import countries, the export value of Panama increased the largest, with an increase of 160.71% compared 2012 with 2010.

3.3. Global Holiday Supplies Main Demanding Countries/Regions Market Share from 2010 to 2012

No.	Import Countries/Regions	Import Value Percentage		
		2010	2011	2012
1	USA ↓	47.18%	46.42%	46.08%
2	Canada ↑	5.50%	5.89%	5.99%
3	UK	6.67%	5.79%	5.93%
4	Germany	4.09%	4.37%	3.74%
5	France	3.30%	3.04%	3.09%
6	Netherlands	2.43%	2.27%	2.74%
7	The Russian Federation ↑	1.37%	1.60%	2.46%
8	Italy ↓	3.28%	3.25%	2.46%
9	Hong Kong ↓	2.86%	2.58%	2.36%
10	Belgium	2.03%	2.06%	1.67%
11	Australia ↑	1.32%	1.42%	1.59%
12	Mexico	1.44%	1.42%	1.44%
13	Brazil ↑	0.80%	0.96%	1.10%
14	Spain ↓	1.61%	1.44%	1.09%
15	Panama ↑	0.43%	0.51%	1.02%
16	Austria	1.20%	1.36%	0.97%
17	Colombia ↑	0.60%	0.73%	0.85%
18	Japan ↑	0.65%	0.71%	0.78%
19	Chile ↑	0.59%	0.71%	0.76%
20	Switzerland	0.74%	0.76%	0.70%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the three-year market share, the import value in proportion of Canada, the Russian Federation, Australia, Brazil, Panama, Colombia, Japan and Chile continued to rise, while that of the United States, Italy, Hong Kong and Spain continued to decline.

3.4. Global Holiday Supplies Main Exporting Countries/Regions Export Value from 2010 to 2012

No.	Export Countries/Regions	Export Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	1,971,963	2,601,016	3,489,122	76.94%
2	Netherlands	157,975	277,552	311,857	97.41%
3	Hong Kong	311,523	285,602	271,011	-13.00%
4	USA	155,658	194,993	217,413	39.67%
5	Germany	96,502	111,451	109,841	13.82%
6	Belgium	100,188	96,989	94,138	-6.04%
7	UK	77,514	89,212	86,947	12.17%
8	Taiwan	53,879	55,056	53,128	-1.39%
9	Thailand	49,817	50,818	50,620	1.61%
10	Italy	56,236	52,550	49,346	-12.25%
11	Mexico	32,610	31,052	47,299	45.04%
12	Denmark	31,454	36,321	36,478	15.97%
13	Poland	31,239	34,258	33,670	7.78%
14	Canada	19,835	26,691	27,828	40.30%
15	Austria	23,262	37,854	27,204	16.95%
16	India	11,776	17,442	25,156	113.62%
17	Spain	34,272	30,813	24,846	-27.50%
18	Philippines	29,909	33,293	24,253	-18.91%
19	The Russian Federation	800	1,249	19,749	2368.63%
20	France	19,442	18,195	19,136	-1.57%

China is the largest exporting country of holiday supplies in the world. The export value of 2012 accounted for 67.02% of the total export value of global holiday supplies. Among the above twenty exporting countries, the export value of the Russian Federation increased the largest, with an increase of 2368.63% compared 2012 with 2010.

3.5. Global Holiday Supplies Main Exporting Countries/Regions Market Share from 2010 to 2012

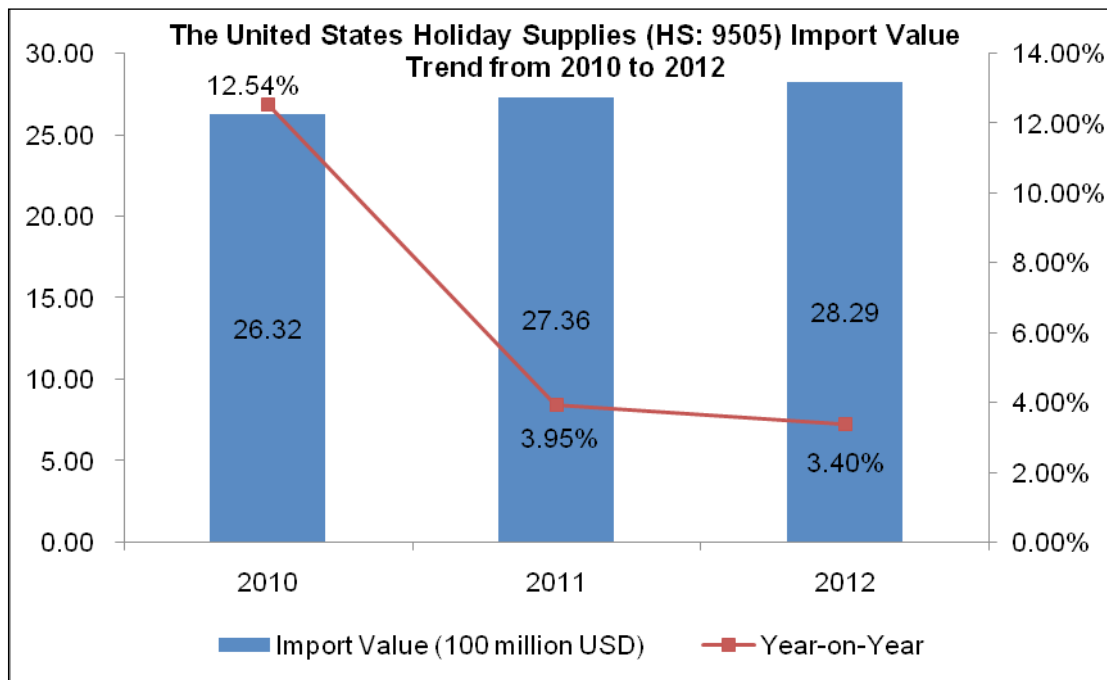
No.	Export Countries/Regions	Export Value Percentage		
		2010	2011	2012
1	China ↑	56.79%	60.22%	67.02%
2	Netherlands	4.55%	6.43%	5.99%
3	Hong Kong ↓	8.97%	6.61%	5.21%
4	USA	4.48%	4.51%	4.18%
5	Germany ↓	2.78%	2.58%	2.11%
6	Belgium ↓	2.89%	2.25%	1.81%
7	UK ↓	2.23%	2.07%	1.67%
8	Taiwan ↓	1.55%	1.27%	1.02%
9	Thailand ↓	1.43%	1.18%	0.97%
10	Italy ↓	1.62%	1.22%	0.95%
11	Mexico	0.94%	0.72%	0.91%
12	Denmark ↓	0.91%	0.84%	0.70%
13	Poland ↓	0.90%	0.79%	0.65%
14	Canada	0.57%	0.62%	0.53%
15	Austria	0.67%	0.88%	0.52%
16	India ↑	0.34%	0.40%	0.48%
17	Spain ↓	0.99%	0.71%	0.48%
18	Philippines ↓	0.86%	0.77%	0.47%
19	The Russian Federation ↑	0.02%	0.03%	0.38%
20	France ↓	0.56%	0.42%	0.37%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the three-year market share, the export value in proportion of China, India and the Russian Federation continued to rise, while that of Hong Kong, Germany, Belgium, the United Kingdom, Taiwan, Thailand, Italy, Denmark, Poland, Spain, the Philippines and France continued to decline.

4. The United States Holiday Supplies (HS: 9505) Import Trend Analysis from 2010 to 2013

4.1. The United States Holiday Supplies Import Value Trend from 2010 to 2012



The United States holiday supplies import value increased year by year from 2010 to 2012. The import value of 2012 amounted to 2.829 billion US dollars, with an increase of 3.40% year on year.

4.2. The United States Holiday Supplies Import Market Analysis from 2010 to 2012

No.	Import Countries/ Regions	Import Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	2,413,340	2,513,628	2,634,189	9.15%
2	Taiwan	30,809	31,069	22,835	-25.88%
3	India	18,876	21,092	22,666	20.08%
4	Mexico	23,035	20,269	19,091	-17.12%
5	Philippines	13,684	16,147	18,911	38.20%
6	Thailand	18,184	15,808	16,428	-9.66%
7	Germany	12,472	14,088	14,416	15.59%
8	Poland	12,762	12,880	13,676	7.16%
9	Austria	9,371	11,904	11,988	27.93%
10	Hong Kong	40,124	38,272	8,876	-77.88%
11	Italy	6,522	4,885	6,317	-3.14%
12	Canada	3,984	6,025	6,033	51.43%
13	Vietnam	3,932	4,618	4,972	26.45%
14	UK	4,126	4,523	4,856	17.69%
15	Sri Lanka	2,751	1,879	2,887	4.94%
16	Indonesia	2,153	2,375	1,820	-15.47%
17	Spain	1,404	959	1,731	23.29%
18	Bangladesh	332	425	1,698	411.45%
19	Hungary	911	963	1,576	73.00%
20	Czech	1,190	1,145	1,051	-11.68%

China is the United States' first big Holiday supplies import source country. The import value of 2012 amounted to about 2.634 billion US dollars, with an increase of 9.15% compared to 2010. Taiwan and India ranked the second and the third separately, with import value of 22.835 million US dollars and 22.666 million US dollars in 2012. Among the above twenty import source countries, the export value of Bangladesh increased the largest, with an increase of 411.45% compared 2012 with 2010.

4.3. The United States Holiday Supplies Import Market Share Analysis from 2010 to 2012

No.	Import Countries/Regions	Import Value Percentage		
		2010	2011	2012
1	China ↑	91.69%	91.87%	93.11%
2	Taiwan ↓	1.17%	1.14%	0.81%
3	India ↑	0.72%	0.77%	0.80%
4	Mexico ↓	0.88%	0.74%	0.67%
5	Philippines ↑	0.52%	0.59%	0.67%
6	Thailand	0.69%	0.58%	0.58%
7	Germany	0.47%	0.51%	0.51%
8	Poland	0.48%	0.47%	0.48%
9	Austria	0.36%	0.44%	0.42%
10	Hong Kong ↓	1.52%	1.40%	0.31%
11	Italy	0.25%	0.18%	0.22%
12	Canada	0.15%	0.22%	0.21%
13	Vietnam ↑	0.15%	0.17%	0.18%
14	UK	0.16%	0.17%	0.17%
15	Sri Lanka	0.10%	0.07%	0.10%
16	Indonesia	0.08%	0.09%	0.06%
17	Spain	0.05%	0.04%	0.06%
18	Bangladesh ↑	0.01%	0.02%	0.06%
19	Hungary ↑	0.03%	0.04%	0.06%
20	Czech	0.05%	0.04%	0.04%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the three-year market share, the import value in proportion of China, India, the Philippines, Vietnam, Bangladesh and Hungary continued to rise, while that of Taiwan, Mexico and Hong Kong continued to decline.

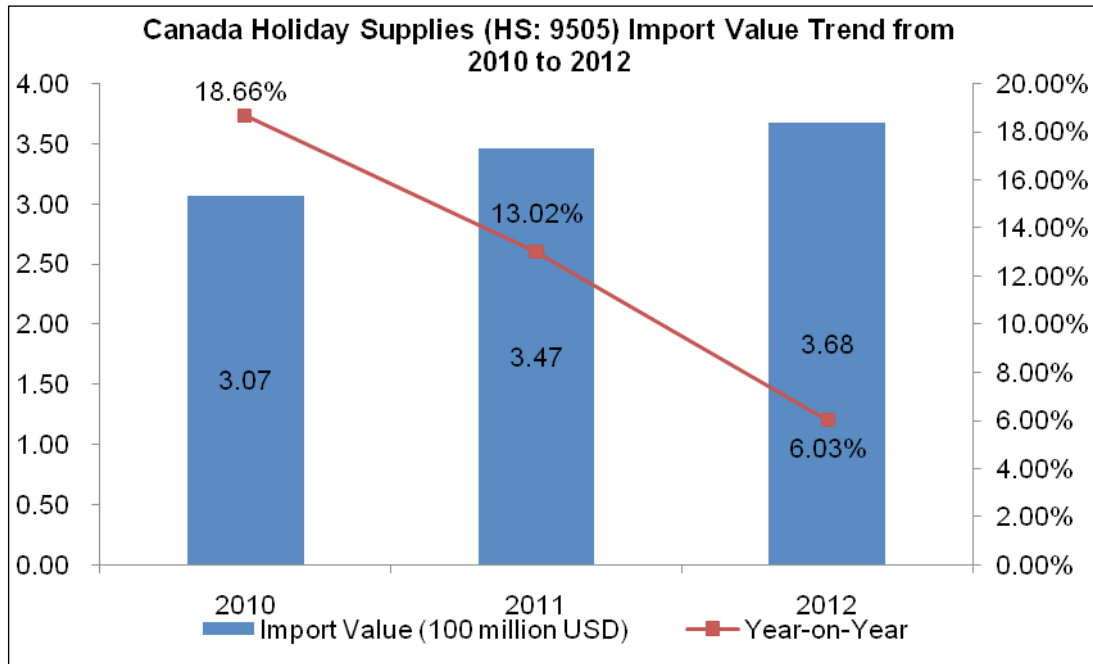
4.4. The United States Holiday Supplies Imports from Jan. to June in 2013

Countries/ Regions	Total Import Value from Jan. to June in 2013 (Thousand USD)	Year on Year	Percentage
Total	482,444	-4.84%	100.00%
China	426,932	-5.49%	88.49%
Mexico	8,346	5.37%	1.73%
Taiwan	7,399	-12.88%	1.53%
Thailand	5,339	19.28%	1.11%
Poland	4,235	4.49%	0.88%
Philippines	4,051	-0.81%	0.84%
Germany	3,332	-7.32%	0.69%
Sri Lanka	3,273	60.52%	0.68%
Hong Kong	3,094	41.34%	0.64%
Vietnam	2,632	23.63%	0.55%

Among the United States holiday supplies import countries/regions from Jan. to June in 2013, China is the United States' main import source country, accounting for 88.49% of the total import value.

5. Canada Holiday Supplies (HS: 9505) Import Trend Analysis from 2010 to 2013

5.1. Canada Holiday Supplies Import Value Trend from 2010 to 2012



Canada holiday supplies import value increased year by year from 2010 to 2012. The import value of 2012 amounted to 368 million US dollars, with an increase of 6.03% year on year.

5.2. Canada Holiday Supplies Import Market Analysis from 2010 to 2012

No.	Import Countries/ Regions	Import Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	266,127	300,936	321,662	20.87%
2	USA	17,695	19,537	20,804	17.57%
3	Taiwan	4,586	5,051	5,125	11.75%
4	Austria	3,422	4,332	3,436	0.41%
5	Indonesia	1,839	1,878	2,301	25.12%
6	India	2,698	2,661	2,115	-21.61%
7	Philippines	1,405	1,694	1,841	31.03%
8	Mexico	1,139	1,347	1,458	28.01%
9	Hong Kong	795	810	1,159	45.79%
10	Germany	730	953	949	30.00%
11	Vietnam	723	1,097	903	24.90%
12	UK	524	1,557	871	66.22%
13	Thailand	1,366	984	666	-51.24%
14	France	570	798	639	12.11%
15	Poland	416	408	517	24.28%
16	Italy	473	366	483	2.11%
17	Sri Lanka	329	396	454	37.99%
18	Japan	317	308	329	3.79%
19	Bangladesh	53	68	295	456.60%
20	Denmark	53	186	236	345.28%

China is Canada's first big Holiday supplies import source country. The import value of 2012 amounted to about 322 million US dollars, with an increase of 20.87% compared to 2010. The United States and Taiwan ranked the second and the third separately, with import value of 20.804 million US dollars and 5.125 million US dollars in 2012. Among the above twenty import source countries, the export value of Bangladesh increased the largest, with an increase of 456.60% compared 2012 with 2010.

5.3. Canada Holiday Supplies Import Market Share Analysis from 2010 to 2012

No.	Import Countries/ Regions	Import Value Percentage		
		2010	2011	2012
1	China ↑	86.69%	86.74%	87.44%
2	USA	5.76%	5.63%	5.65%
3	Taiwan ↓	1.49%	1.46%	1.39%
4	Austria	1.11%	1.25%	0.93%
5	Indonesia	0.60%	0.54%	0.63%
6	India ↓	0.88%	0.77%	0.57%
7	Philippines ↑	0.46%	0.49%	0.50%
8	Mexico ↑	0.37%	0.39%	0.40%
9	Hong Kong	0.26%	0.23%	0.32%
10	Germany	0.24%	0.27%	0.26%
11	Vietnam	0.24%	0.32%	0.25%
12	UK	0.17%	0.45%	0.24%
13	Thailand ↓	0.44%	0.28%	0.18%
14	France	0.19%	0.23%	0.17%
15	Poland	0.14%	0.12%	0.14%
16	Italy	0.15%	0.11%	0.13%
17	Sri Lanka	0.11%	0.11%	0.12%
18	Japan	0.10%	0.09%	0.09%
19	Bangladesh	0.02%	0.02%	0.08%
20	Denmark ↑	0.02%	0.05%	0.06%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the three-year market share, the import value in proportion of China, the Philippines, Mexico and Denmark continued to rise, while that of Taiwan, India and Thailand continued to decline.

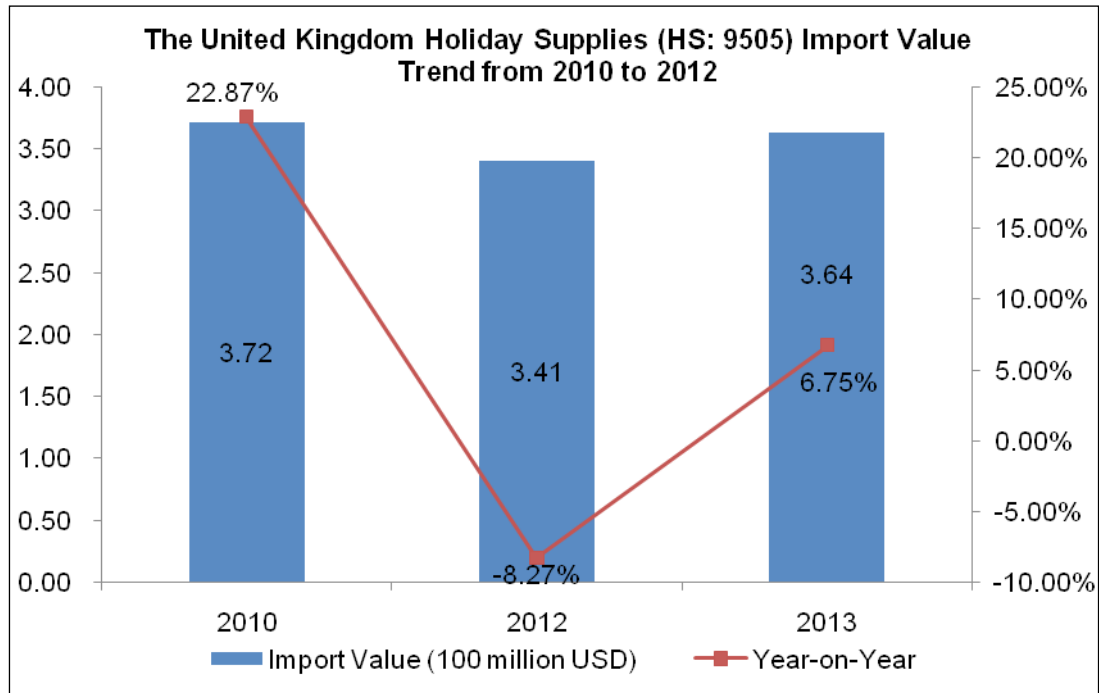
5.4. Canada Holiday Supplies Imports from Jan. to June in 2013

Countries/ Regions	Total Import Value from Jan. to June in 2013 (Thousand USD)	Year on Year	Percentage
Total	52,843	0.49%	100.00%
China	40,945	-3.16%	77.48%
USA	7,506	17.08%	14.20%
Taiwan	949	15.17%	1.80%
India	504	198.22%	0.95%
Bangladesh	346	280.22%	0.65%
Germany	303	17.90%	0.57%
UK	240	20.60%	0.45%
Hong Kong	239	23.83%	0.45%
Mexico	209	-13.64%	0.40%
France	187	/	0.35%

Among Canada holiday supplies import countries/regions from Jan. to June in 2013, China is Canada's main import source country, accounting for 77.48% of the total import value of the product, followed by the United States, accounting for 14.20% of the total import value of the product.

6. The United Kingdom Holiday Supplies (HS: 9505) Import Trend Analysis from 2010 to 2013

6.1. The United Kingdom Holiday Supplies Import Value Trend from 2010 to 2012



The United Kingdom holiday supplies import value trend was “V” shaped from 2010 to 2012. The import value of 2012 amounted to 364 million US dollars, with an increase of 6.75% year on year.

6.2. The United Kingdom Holiday Supplies Import Market Analysis from 2010 to 2012

No.	Import Countries/ Regions	Import Value (Thousand USD)			Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	309,077	284,370	308,416	-0.21%
2	Hong Kong	13,500	11,956	12,067	-10.61%
3	USA	9,294	6,965	9,167	-1.37%
4	Netherlands	10,630	8,752	6,729	-36.70%
5	India	2,835	3,360	4,244	49.70%
6	Germany	3,071	3,178	3,472	13.06%
7	Indonesia	5,287	3,921	3,444	-34.86%
8	Taiwan	3,965	4,514	3,340	-15.76%
9	Thailand	2,770	3,257	3,158	14.01%
10	Ireland	1,757	1,355	2,125	20.94%
11	Austria	345	1,816	1,726	400.29%
12	Philippines	555	589	958	72.61%
13	Denmark	757	835	922	21.80%
14	Vietnam	548	659	814	48.54%
15	Greece	1,361	240	490	-64.00%
16	Italy	1,554	718	394	-74.65%
17	Sri Lanka	593	454	374	-36.93%
18	Finland	480	383	277	-42.29%
19	Mexico	986	1,197	216	-78.09%
20	France	687	673	209	-69.58%

China is the United Kingdom's first big Holiday supplies import source country. The import value of 2012 amounted to about 308 million US dollars, with a decrease of 0.21% compared to 2010. Hongkong and USA ranked the second and the third separately, with import value of 12 million US dollars and 9 million US dollars in 2012. Among the above twenty import source countries, the export value of Austria increased the largest, with an increase of 400.29% compared 2012 with 2010.

6.3. The United Kingdom Holiday Supplies Import Market Share Analysis from 2010 to 2012

No.	Import Countries/Regions	Import Value Percentage		
		2010	2011	2012
1	China ↑	83.10%	83.35%	84.68%
2	Hong Kong ↓	3.63%	3.50%	3.31%
3	USA	2.50%	2.04%	2.52%
4	Netherlands ↓	2.86%	2.57%	1.85%
5	India ↑	0.76%	0.98%	1.17%
6	Germany ↑	0.83%	0.93%	0.95%
7	Indonesia ↓	1.42%	1.15%	0.95%
8	Taiwan	1.07%	1.32%	0.92%
9	Thailand	0.74%	0.95%	0.87%
10	Ireland	0.47%	0.40%	0.58%
11	Austria	0.09%	0.53%	0.47%
12	Philippines ↑	0.15%	0.17%	0.26%
13	Denmark ↑	0.20%	0.24%	0.25%
14	Vietnam ↑	0.15%	0.19%	0.22%
15	Greece	0.37%	0.07%	0.13%
16	Italy ↓	0.42%	0.21%	0.11%
17	Sri Lanka ↓	0.16%	0.13%	0.10%
18	Finland ↓	0.13%	0.11%	0.08%
19	Mexico	0.27%	0.35%	0.06%
20	France	0.18%	0.20%	0.06%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the three-year market share, the import value in proportion of China, India, Germany, the Philippines, Denmark and Vietnam continued to rise, while that of Hong Kong, the Netherlands, Indonesia, Italy, Sri Lanka and Finland continued to decline.

6.4. The United Kingdom Holiday Supplies Imports from Jan. to June in 2013

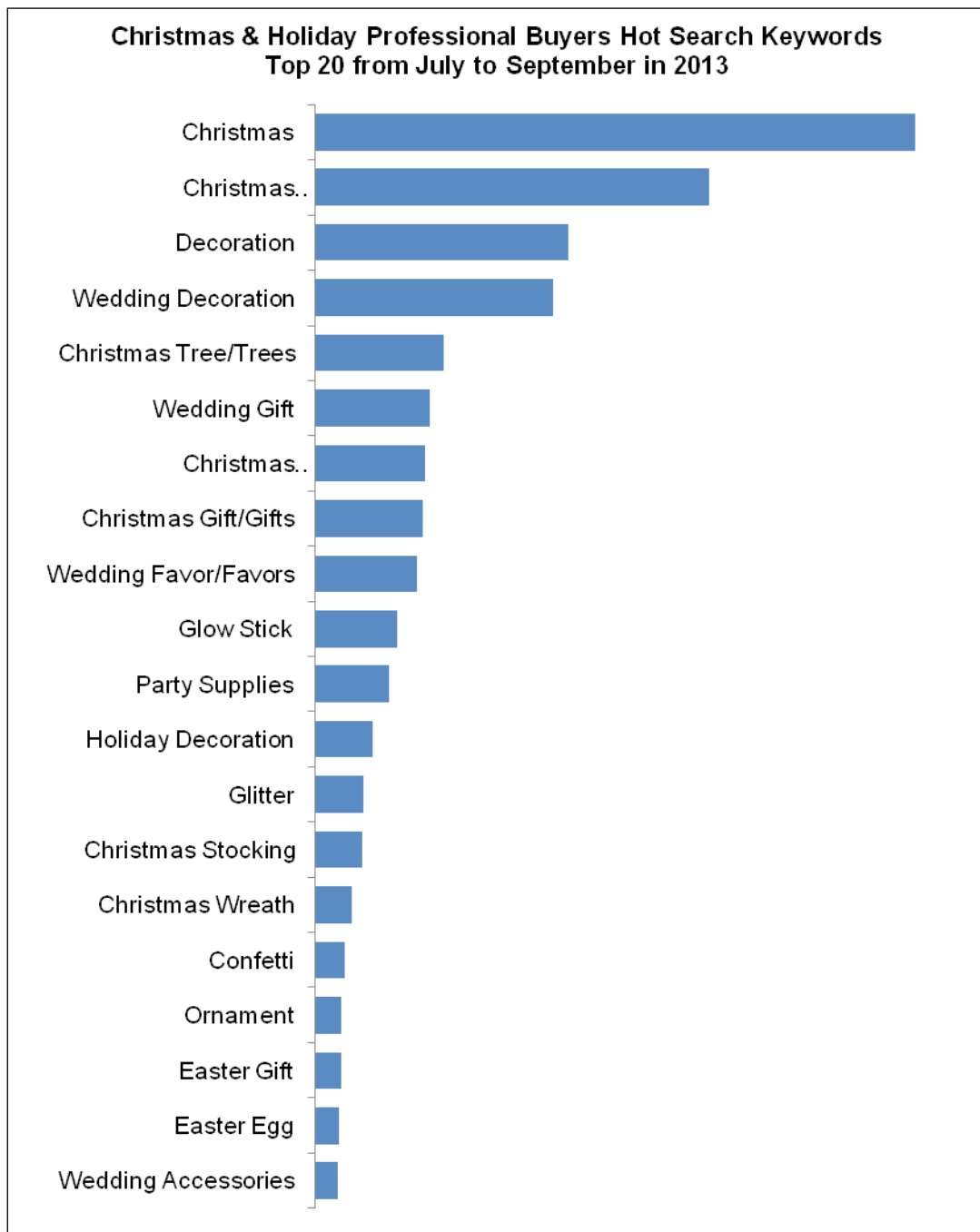
Countries/ Regions	Total Import Value from Jan. to June in 2013 (Thousand USD)	Year on Year	Percentage
Total	47,996	-3.10%	100.00%
China	35,898	-7.50%	74.79%
USA	3,500	11.86%	7.29%
Netherlands	2,505	114.47%	5.22%
Hong Kong	1,949	11.24%	4.06%
India	725	20.83%	1.51%
Thailand	490	23.12%	1.02%
Taiwan	430	-17.62%	0.90%
Austria	326	-51.56%	0.68%
Indonesia	244	-34.23%	0.51%
Italy	233	97.46%	0.49%

Among the United Kingdom holiday supplies import countries/regions from Jan. to June in 2013, China is the United Kingdom's main import source country, accounting for 74.79% of the total import value of the product, followed by the United States, accounting for 7.29% of the total import value of the product.

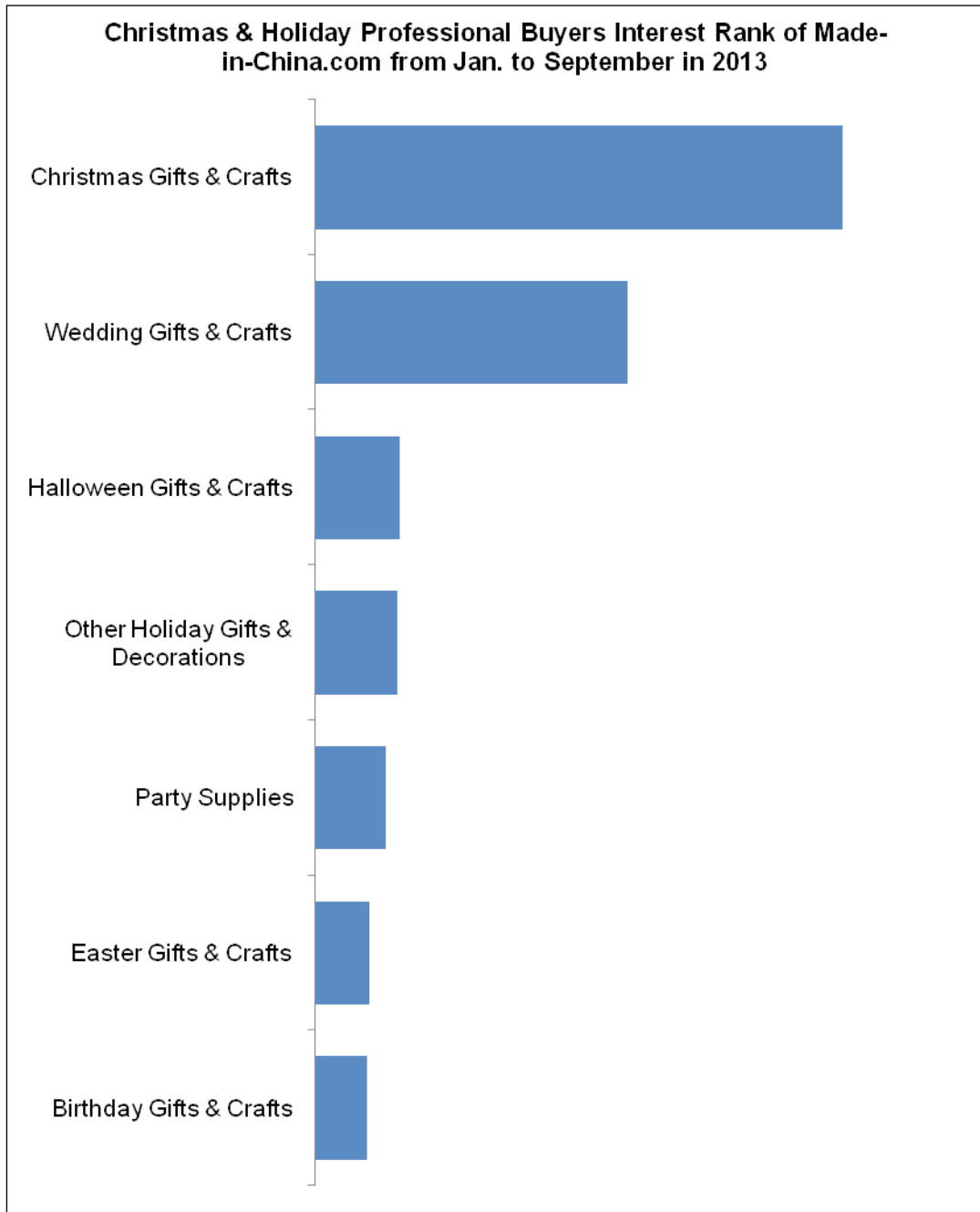
(Source: UN COMTRADE)

7. Christmas & Holiday Industry Data Analysis of Made-in-China.com

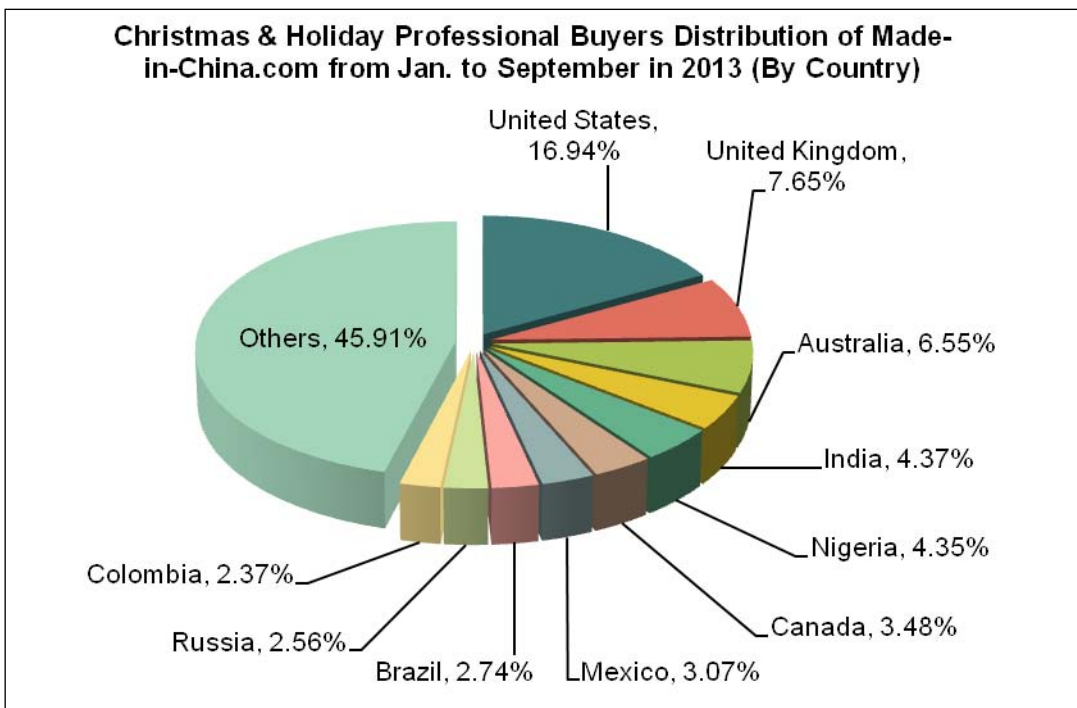
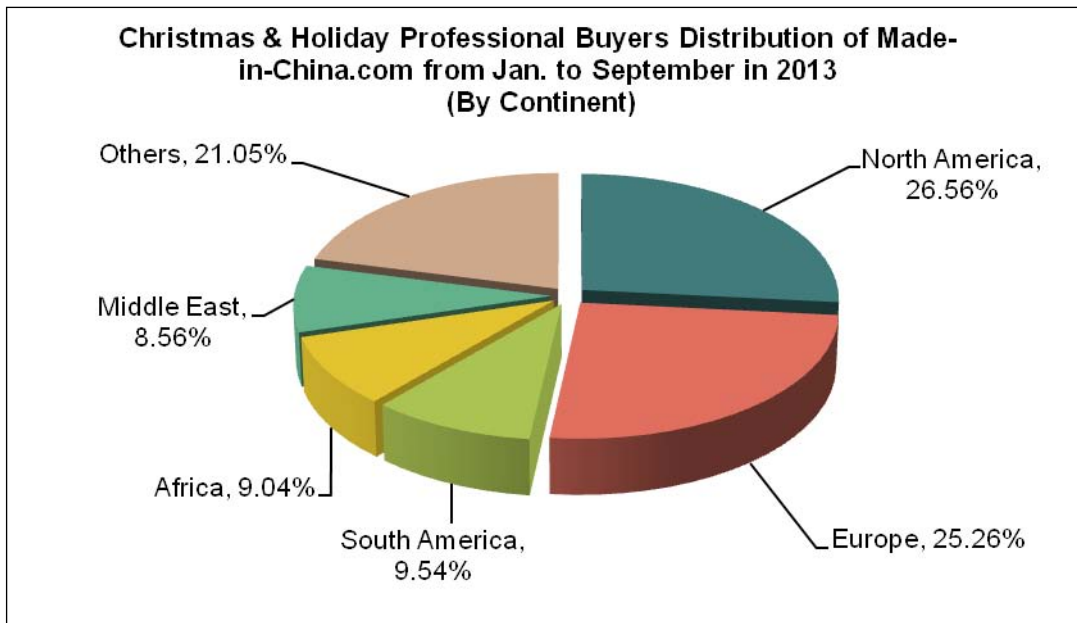
7.1. Christmas & Holiday Professional Buyers Hot Search Keywords of Made-in-China.com from July to September in 2013



7.2. Christmas & Holiday Professional Buyers Interest Rank of Made-in-China.com from Jan. to September in 2013 (By click rate)



7.3. Christmas & Holiday Professional Buyers Distribution of Made-in-China.com from Jan. to September in 2013



Source: Made-in-China.com

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

Name: Ms. Zhang Li *E-mail:* iar@made-in-china.com

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