

2013Q3 Piano

Industry Analysis Report

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Made-in-China.com



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Focus Technology Co., Ltd.

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1. China Piano (HS: 9201) Exports from Jan. to October in 2013

Note:

HS Code	Product Name
9201	Pianos, including automatic pianos; harpsichords and other keyboard stringed instruments, the following article hereinafter referred to as "piano"

1.1. China Piano Export Volume and Value from Jan. to October in 2013

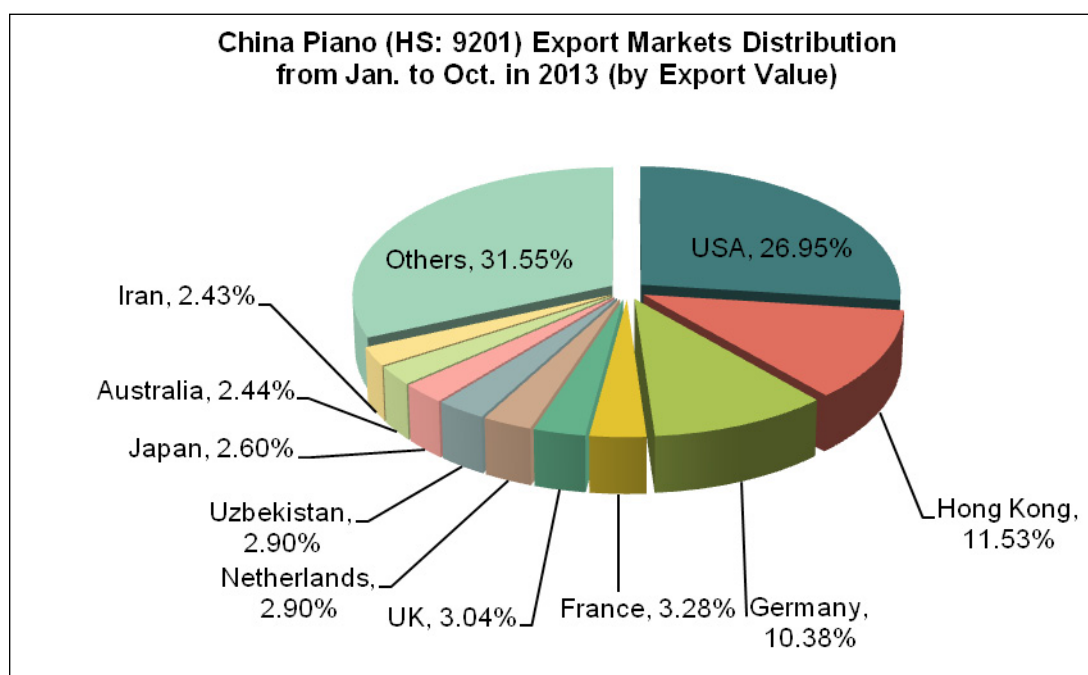
Month	Volume (Set)	Value (USD)	Compared to the Same Period of Last Year	
			Volume	Value
January	3,944	5,042,096	-38%	-31.8%
February	3,790	5,554,650	2%	8%
March	4,253	6,343,441	4%	-3%
April	4,648	5,891,993	5.8%	-21.8%
May	4,305	6,830,724	-30%	-17.8%
June	3,277	5,084,496	-43.8%	-33.8%
July	4,568	7,467,072	-17.4%	1.2%
August	3,916	6,442,165	-55%	-20.2%
September	3,853	6,652,875	-23.4%	-13.1%
October	3,549	5,855,285	-5.4%	-3.1%
Jan. to October Total	40,103	61,164,797	-25.1%	-14.8%

The export volume of China piano from Jan. to October in 2013 amounted to 40100 sets, with a decrease of 25.1%, while the export value amounted to 61.165 million US dollars, with a decrease of 14.8%.

Among the first ten months of 2013, China's export value of piano rose slightly year on year only in February and July, and in the other eight months, the export value all decreased in different degrees.

1.2. China Piano Major Export Countries/Regions Distribution from Jan. to October in 2013

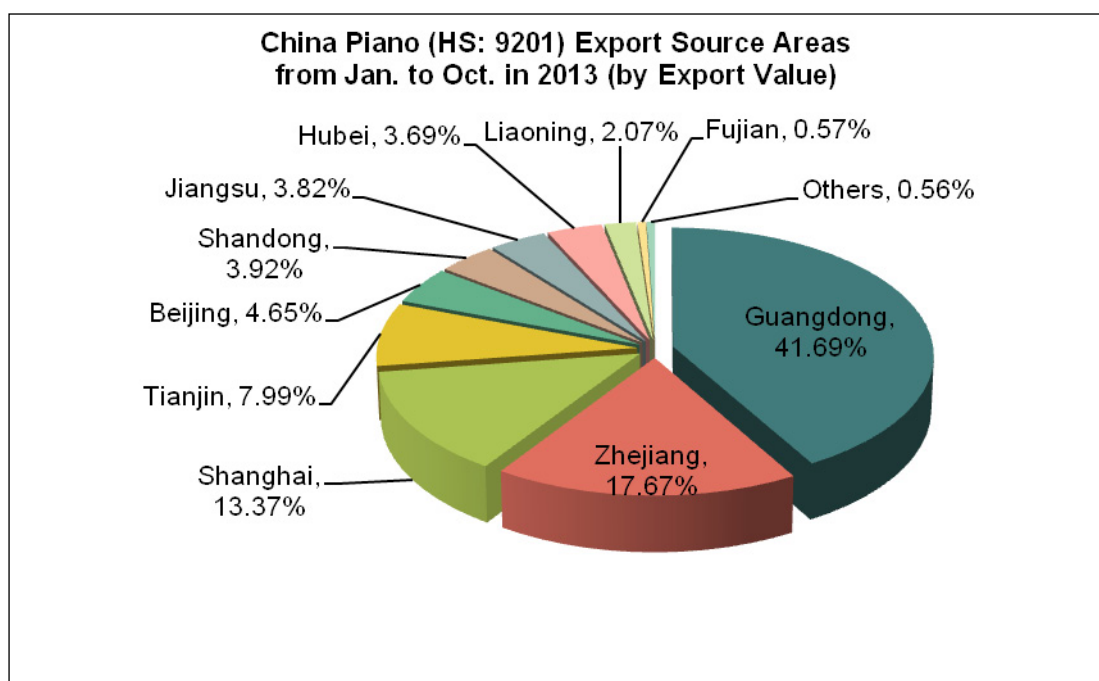
No.	Countries	Volume (Set)	Value (USD)	Compared to the Same Period of Last Year	
				Volume	Value
1	USA	7,462	16,482,991	-23.3%	-16.4%
2	Hong Kong	3,514	7,052,852	-17.1%	-13.9%
3	Germany	4,226	6,351,659	3.8%	-3.5%
4	France	1,845	2,009,045	-19.2%	-24.5%
5	UK	1,610	1,856,997	-39.9%	-24.8%
6	Netherlands	2,462	1,773,491	85.4%	-15.3%
7	Uzbekistan	747	1,771,282	0	0
8	Japan	2,239	1,589,636	52.9%	-27%
9	Australia	754	1,494,871	-54.9%	-18.3%
10	Iran	1,585	1,485,546	7%	-34.4%



China's main export markets of piano were the United States, Hong Kong and Germany from Jan. to October in 2013. The export value to the three countries/regions accounted for 26.95%, 11.53% and 10.38% of our country's total export value of the product respectively and totally accounted for 48.86%.

1.3. China Piano Export Source Areas from Jan. to October in 2013

No.	Regions	Volume (Set)	Value (USD)	Compared to the Same Period of Last Year	
				Volume	Value
1	Guangdong	15,122	25,497,615	-22.5%	7%
2	Zhejiang	6,516	10,810,527	-36.7%	-30.4%
3	Shanghai	2,862	8,178,929	-11.7%	2%
4	Tianjin	3,445	4,886,254	-16.2%	-15.2%
5	Beijing	2,390	2,843,709	-32.4%	-36.2%
6	Shandong	1,029	2,400,043	-73.8%	-66.7%
7	Jiangsu	5,099	2,336,089	433.9%	74.7%
8	Hubei	955	2,256,917	-30.2%	-17.9%
9	Liaoning	1,318	1,265,863	-25.8%	-32.1%
10	Fujian	996	346,256	-71.2%	24.8%

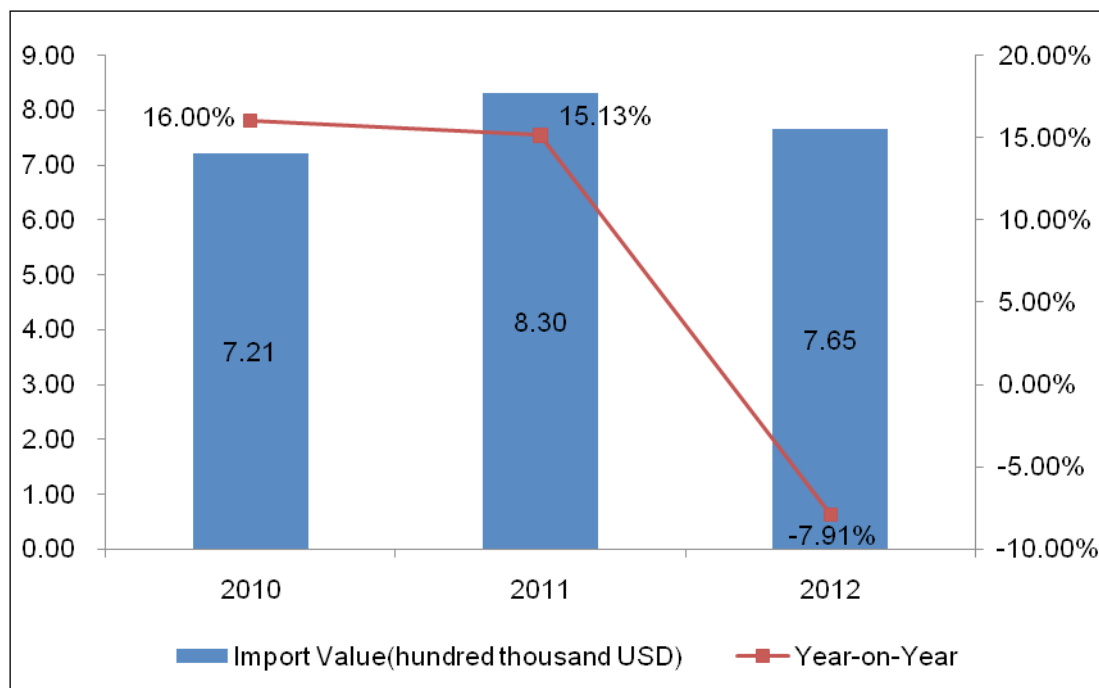


Guangdong, Zhejiang and Shanghai are our country's piano major export source areas. From Jan. to October in 2013, the export value of the above three areas totally accounted for 72.73% of the total export value of the product.

(Source: Customs Information Network)

2. Global Piano (HS: 9201) Import Trend Analysis from 2010 to 2013

2.1. The Trend of Global Demand for Piano from 2010 to 2012



The import value of global piano trend was an inverted “V” shaped from 2010 to 2012. and the total import value of the three years amounted to 721 million US dollars, 830 million US dollars and 765 million US dollars respectively, among of which, the import value of 2012 decreased by 7.91% year on year, but increased by 6.03% compared to that of 2010.

2.2. Global Piano Major Import Countries/Regions from 2010 to 2012

No.	Import Countries/ Regions	Import Value (Thousand USD)			Import Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	72,473	107,840	121,089	67.08%
2	USA	118,178	118,835	115,351	-2.39%
3	Germany	62,775	79,443	72,770	15.92%
4	France	44,378	50,065	38,259	-13.79%
5	Japan	25,068	30,715	32,553	29.86%
6	Canada	32,106	35,148	32,453	1.08%
7	UK	26,129	28,066	26,976	3.24%
8	Australia	26,315	29,809	24,213	-7.99%
9	Hong Kong	22,668	25,806	21,754	-4.03%
10	Switzerland	19,463	22,835	21,347	9.68%
11	South Korea	22,898	23,790	19,209	-16.11%
12	Malaysia	19,958	24,438	18,781	-5.90%
13	The Russian Federation	11,874	16,012	18,551	56.23%
14	Singapore	15,206	18,215	16,257	6.91%
15	Italy	20,757	19,372	14,404	-30.61%
16	Vietnam	11,066	8,145	11,507	3.99%
17	Belgium	17,169	11,251	11,498	-33.03%
18	Austria	10,000	10,796	11,101	11.01%
19	Taiwan	10,899	13,223	10,441	-4.20%
20	Thailand	8,189	8,260	9,388	14.64%

China, the United States and Germany are the world's three largest piano import countries from 2010 to 2012. Among the global top twenty import markets in 2012, China's import value of piano increased by 67.08% compared to that of 2010, which was the largest increase, followed by the Russian Federation, the import value of which increased by 56.23% compared to that of 2010.

2.3. Global Piano Major Import Countries/Regions Market Share from 2010 to 2012

No.	Import Countries/ Regions	Import Value Percentage		
		2010	2011	2012
1	China↑	10.05%	12.99%	15.84%
2	USA	16.39%	14.31%	15.09%
3	Germany	8.71%	9.57%	9.52%
4	France↓	6.15%	6.03%	5.00%
5	Japan↑	3.48%	3.70%	4.26%
6	Canada	4.45%	4.23%	4.24%
7	UK	3.62%	3.38%	3.53%
8	Australia↓	3.65%	3.59%	3.17%
9	Hong Kong↓	3.14%	3.11%	2.85%
10	Switzerland↑	2.70%	2.75%	2.79%
11	South Korea↓	3.18%	2.87%	2.51%
12	Malaysia	2.77%	2.94%	2.46%
13	The Russian Federation↑	1.65%	1.93%	2.43%
14	Singapore	2.11%	2.19%	2.13%
15	Italy↓	2.88%	2.33%	1.88%
16	Vietnam	1.53%	0.98%	1.50%
17	Belgium	2.38%	1.36%	1.50%
18	Austria	1.39%	1.30%	1.45%
19	Taiwan	1.51%	1.59%	1.37%
20	Thailand	1.14%	0.99%	1.23%

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 market share, the import value in proportion of China, Japan, Switzerland and the Russian Federation continued to rise, while that of France, Australia, Hong Kong, South Korea and Italy continued to decline from 2010 to 2012.

2.4. Global Piano Major Demanding Countries from Jan. to June in 2013

Major Import Countries/Regions	Import Value of Jan.-June 2013 (thousand US dollars)	YOY
USA	62,845	7.39%
China	55,773	-0.10%
Germany	33,187	3.83%
Japan	15,226	-10.40%
France	14,843	-15.87%
Canada	14,812	2.45%
Australia	13,420	7.41%
UK	12,531	4.91%
Switzerland	10,953	12.17%
South Korea	9,897	-6.91%

From Jan. to June in 2013, global piano major import countries and regions were the United States, China, Germany, Japan, France, Canada, Australia, the United Kingdom, Switzerland and South Korea.

(Source: UN COMTRADE)

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

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