

2010-2014 LED Lighting

Industry Analysis Report

2014.10



Catalog

| | |
|---|-----------|
| 1. 2010-2013 China LED Industry Export Situation | 3 |
| 1.1. 2010-2013 China Light Emitting Diode Export Situation | 3 |
| 1.1.1. 2010-2013 China Light Emitting Diode Export Quantity Trends | 3 |
| 1.1.2. 2010-2013 China Light Emitting Diode Export Amount Trends | 4 |
| 1.1.3. 2010-2013 China Light Emitting Diode Export Market Analysis | 5 |
| 1.1.4. 2010-2013 China Light Emitting Diode Export Market Proportion Analysis | 6 |
| 1.2. 2010-2013 China Other Light Export Situation..... | 7 |
| 1.2.1. 2010-2013 China Other Light Export Quantity Trends..... | 7 |
| 1.2.2. 2010-2013 China Other Light Export Amount Trends..... | 8 |
| 1.2.3. 2010-2013 China Other Light Export Market Analysis..... | 9 |
| 1.2.4. 2010-2013 China Other Light Export Market Proportion Analysis | 10 |
| 2. 2014 Jan. to Mar. China LED Industry Export Situation..... | 11 |
| 2.1. 2014 Jan. to Mar. China Light Emitting Diode Export Situation..... | 11 |
| 2.1.1. 2014 Jan. to Mar. China Light Emitting Diode Export Quantity and Amount | 11 |
| 2.1.2. 2014 Jan. to Mar. China Light Emitting Diode Major Export Market | 12 |
| 2.1.3. 2014 Jan. to Mar. China Light Emitting Diode Major Export Original Place | 13 |
| 2.2. 2014 Jan. to Mar. China other light Export Situation..... | 14 |
| 2.2.1. 2014 Jan. to Mar. China Other Light Export Quantity and Amount..... | 14 |
| 2.2.2. 2014 Jan. to Mar. China Other Light Major Export Market..... | 15 |
| 2.2.3. 2014 Jan. to Mar. China Other Light Major Export Original Place | 17 |
| 3. Lighting Industry Data Analysis on Made-in-China.com | 18 |
| 3.1. Lighting Industry Hot Attention Rank on Made-in-China.com..... | 18 |
| 3.2. Lighting Industry Hot Keywords on Made-in-China.com | 19 |
| 3.3. Lighting Industry Buyer Distribution on Made-in-China.com | 20 |

1. 2010-2013 China LED Industry Export Situation

LED Lighting Industry Data Statistical Description:

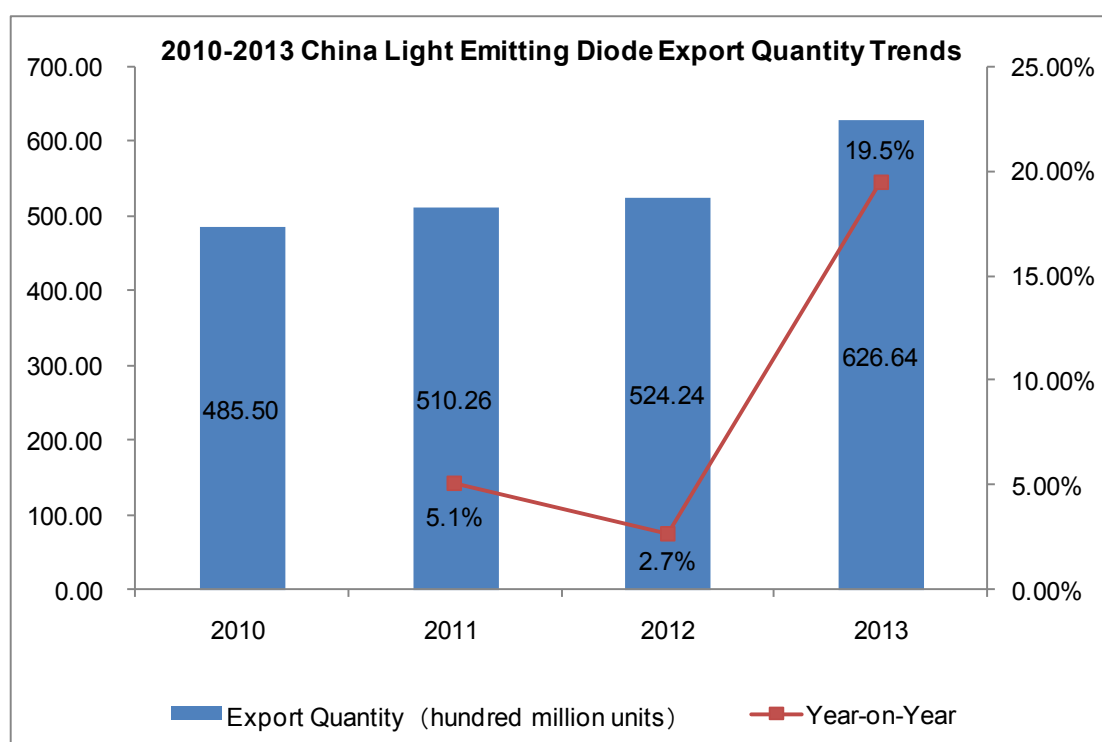
The LED bulb, lighting, lamps only constituted by a single semiconductor component are classified into HS: 85414010. The LED bulb, lighting, lamps only constituted by two or more semiconductor components are classified into HS: 94054090.

HS Code 85414010, 94054090

| HS code | Product name |
|----------|----------------------|
| 85414010 | light emitting diode |
| 94054090 | other light |

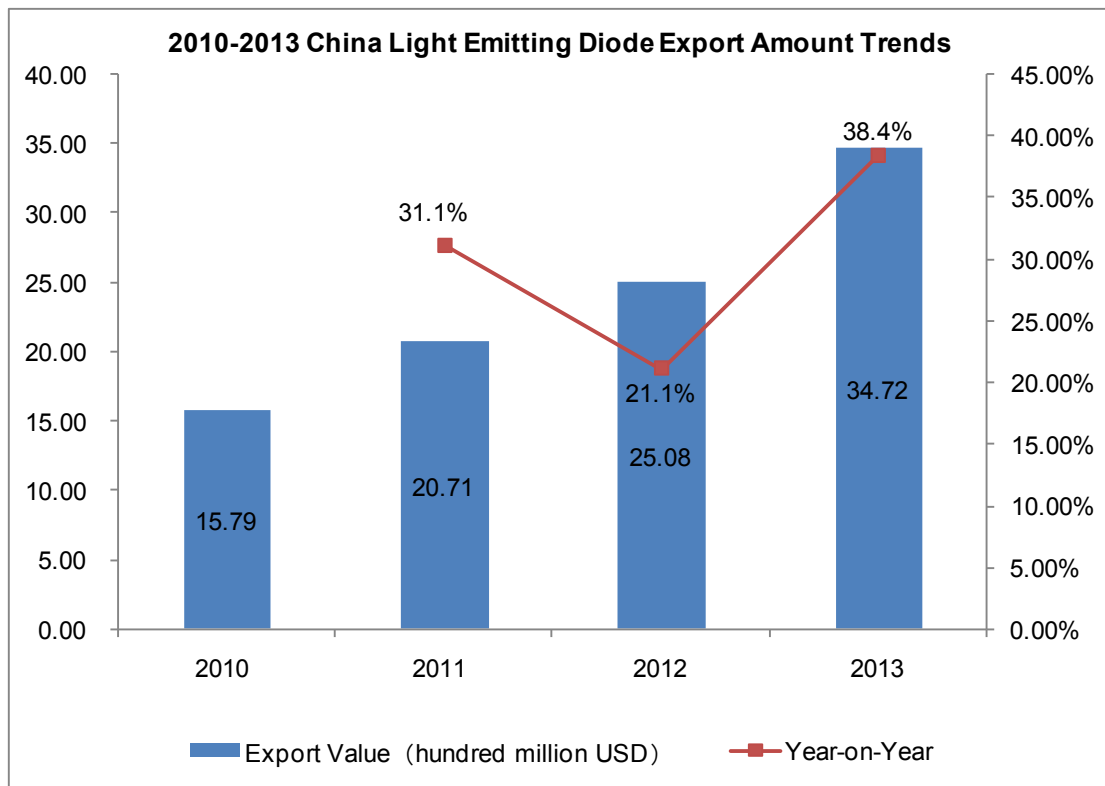
1.1. 2010-2013 China Light Emitting Diode Export Situation

1.1.1. 2010-2013 China Light Emitting Diode Export Quantity Trends



As what showed in the picture, Export Quantity of China light emitting diode is in rising Trends from 2010 to 2013.

1.1.2. 2010-2013 China Light Emitting Diode Export Amount Trends



As what showed in the picture, the Export Amount of China light emitting diode was in rising Trends from 2010 to 2013. The increase of 2013 Export Amount reached 38.4%.

1.1.3. 2010-2013 China Light Emitting Diode Export Market Analysis

| No | Country/Region | Export Amount (USD) | | | |
|----|--------------------|---------------------|---------------|---------------|---------------|
| | | 2010 | 2011 | 2012 | 2013 |
| 1 | Hongkong | 894,448,878 | 1,083,524,376 | 1,139,318,393 | 1,997,693,940 |
| 2 | South Korea | 247,040,147 | 439,390,050 | 732,386,662 | 692,938,510 |
| 3 | Japan | 93,498,439 | 209,700,019 | 211,700,736 | 215,262,339 |
| 4 | Taiwan | 162,254,049 | 142,340,931 | 115,535,163 | 115,225,516 |
| 5 | Iran | 1,857,964 | 2,212,506 | 2,070,207 | 63,145,008 |
| 6 | Singapore | 17,227,445 | 23,014,662 | 43,770,283 | 52,223,004 |
| 7 | USA | 32,915,503 | 28,400,278 | 41,434,448 | 44,837,595 |
| 8 | India | 19,155,639 | 26,808,234 | 41,835,427 | 42,359,876 |
| 9 | Vietnam | 1,515,657 | 2,164,813 | 23,766,824 | 34,971,023 |
| 10 | Germany | 19,515,120 | 18,871,039 | 25,120,777 | 31,435,021 |
| 11 | Philippines | 560,226 | 591,984 | 6,177,729 | 26,830,167 |
| 12 | Malaysia | 6,529,838 | 6,990,616 | 20,084,233 | 21,483,682 |
| 13 | Hungary | 14,886,500 | 10,549,882 | 8,917,577 | 13,613,065 |
| 14 | Italy | 7,307,749 | 7,319,228 | 7,392,896 | 9,941,793 |
| 15 | Poland | 2,653,003 | 2,622,924 | 2,402,721 | 9,844,380 |
| 16 | Turkey | 5,432,354 | 7,980,635 | 8,269,414 | 9,839,964 |
| 17 | Thailand | 7,981,682 | 6,328,893 | 7,572,750 | 9,448,571 |
| 18 | Indonesia | 1,775,175 | 2,277,270 | 6,818,636 | 8,927,696 |
| 19 | Brazil | 6,853,892 | 8,869,538 | 7,990,748 | 8,604,560 |
| 20 | Russian Federation | 3,728,358 | 6,186,782 | 5,508,359 | 6,345,368 |

The top three Export Markets of China light emitting diode are Hongkong, South Korea and Japan.

1.1.4. 2010-2013 China Light Emitting Diode Export Market Proportion Analysis

| No | Country/Region | Amount proportion | | | |
|----|--------------------|-------------------|--------|--------|--------|
| | | 2010 | 2011 | 2012 | 2013 |
| 1 | Hongkong | 56.64% | 52.32% | 45.43% | 57.54% |
| 2 | South Korea | 15.64% | 21.22% | 29.20% | 19.96% |
| 3 | Japan | 5.92% | 10.13% | 8.44% | 6.20% |
| 4 | Taiwan | 10.27% | 6.87% | 4.61% | 3.32% |
| 5 | Iran | 0.12% | 0.11% | 0.08% | 1.82% |
| 6 | Singapore | 1.09% | 1.11% | 1.75% | 1.50% |
| 7 | USA | 2.08% | 1.37% | 1.65% | 1.29% |
| 8 | India | 1.21% | 1.29% | 1.67% | 1.22% |
| 9 | Vietnam | 0.10% | 0.10% | 0.95% | 1.01% |
| 10 | Germany | 1.24% | 0.91% | 1.00% | 0.91% |
| 11 | Philippines | 0.04% | 0.03% | 0.25% | 0.77% |
| 12 | Malaysia | 0.41% | 0.34% | 0.80% | 0.62% |
| 13 | Hungary | 0.94% | 0.51% | 0.36% | 0.39% |
| 14 | Italy | 0.46% | 0.35% | 0.29% | 0.29% |
| 15 | Poland | 0.17% | 0.13% | 0.10% | 0.28% |
| 16 | Turkey | 0.34% | 0.39% | 0.33% | 0.28% |
| 17 | Thailand | 0.51% | 0.31% | 0.30% | 0.27% |
| 18 | Indonesia | 0.11% | 0.11% | 0.27% | 0.26% |
| 19 | Brazil | 0.43% | 0.43% | 0.32% | 0.25% |
| 20 | Russian Federation | 0.24% | 0.30% | 0.22% | 0.18% |

The data showed the Export amounts to Hongkong, South Korea , and Japan accounted for 57.54%, 19.96% and 6.2% of China total export amount.

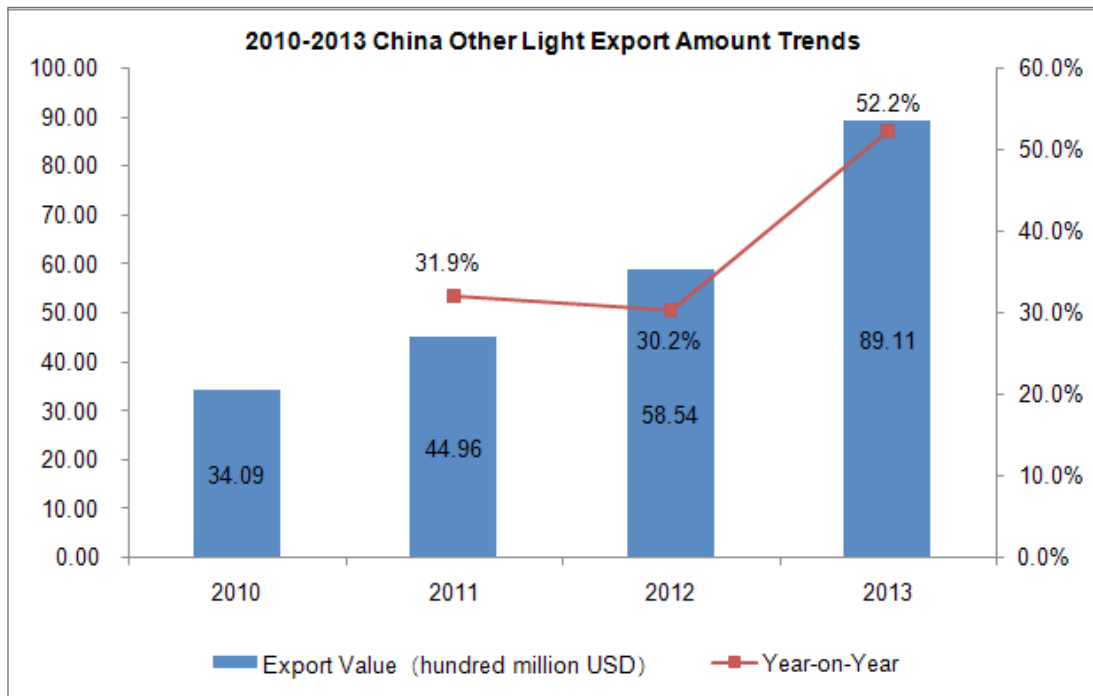
1.2. 2010-2013 China Other Light Export Situation

1.2.1. 2010-2013 China Other Light Export Quantity Trends



The data showed Export Quantity of China other light in 2011 was less than 2010. But the Export Quantity of China other light is in the growth Trends from 2011 to 2013.

1.2.2. 2010-2013 China Other Light Export Amount Trends



The data showed the Export Amount of China other light was in growth Trends from 2010 to 2013. The increasing of Export Amount of China other light in 2013 reached 52.2%.

1.2.3. 2010-2013 China Other Light Export Market Analysis

| No | Country/Region | Export Amount (USD) | | | |
|----|----------------------|---------------------|---------------|---------------|---------------|
| | | 2010 | 2011 | 2012 | 2013 |
| 1 | USA | 861,127,389 | 1,031,128,712 | 1,424,687,322 | 2,029,445,988 |
| 2 | Germany | 256,029,210 | 364,556,061 | 467,288,493 | 726,877,262 |
| 3 | Japan | 186,872,578 | 551,264,215 | 724,234,502 | 603,984,330 |
| 4 | England | 155,622,433 | 167,151,481 | 226,977,427 | 385,037,233 |
| 5 | Hongkong | 183,580,405 | 255,469,600 | 268,227,654 | 340,673,136 |
| 6 | Russian Federation | 64,332,620 | 112,406,544 | 167,213,971 | 330,349,700 |
| 7 | Netherlands | 157,381,062 | 179,666,183 | 201,633,036 | 309,134,382 |
| 8 | France | 150,039,531 | 161,035,173 | 186,919,634 | 278,184,717 |
| 9 | Australia | 94,998,770 | 117,478,008 | 172,603,960 | 259,855,457 |
| 10 | Canada | 112,109,296 | 126,422,843 | 141,169,273 | 226,214,889 |
| 11 | Italy | 105,455,982 | 117,995,564 | 130,841,767 | 203,875,190 |
| 12 | Spain | 73,973,870 | 89,541,410 | 107,383,903 | 184,585,500 |
| 13 | South Korea | 31,259,318 | 34,229,040 | 58,322,181 | 149,097,579 |
| 14 | Turkey | 42,625,520 | 68,158,264 | 73,295,833 | 138,848,077 |
| 15 | Brazil | 33,521,000 | 50,332,963 | 69,351,355 | 133,505,850 |
| 16 | Poland | 46,332,027 | 60,893,976 | 85,135,166 | 133,269,806 |
| 17 | Indonesia | 17,594,367 | 26,177,660 | 49,973,576 | 131,611,680 |
| 18 | United Arab Emirates | 32,739,050 | 37,810,839 | 55,207,441 | 128,839,580 |
| 19 | Sweden | 41,093,209 | 47,262,612 | 66,555,501 | 127,645,613 |
| 20 | Malaysia | 24,197,761 | 30,153,538 | 37,678,170 | 119,118,160 |

The top three Export Markets of China other light were USA, Germany and Japan. The Export Amount to USA, Germany and Japan were 2.029 billion USD, 727 million USD and 604 million USD.

1.2.4. 2010-2013 China Other Light Export Market Proportion Analysis

| No | Country/Region | Amount proportion | | | |
|----|----------------------|-------------------|--------|--------|--------|
| | | 2010 | 2011 | 2012 | 2013 |
| 1 | USA | 25.26% | 22.93% | 24.34% | 22.77% |
| 2 | Germany | 7.51% | 8.11% | 7.98% | 8.16% |
| 3 | Japan | 5.48% | 12.26% | 12.37% | 6.78% |
| 4 | England | 4.57% | 3.72% | 3.88% | 4.32% |
| 5 | Hongkong | 5.39% | 5.68% | 4.58% | 3.82% |
| 6 | Russian Federation | 1.89% | 2.50% | 2.86% | 3.71% |
| 7 | Netherlands | 4.62% | 4.00% | 3.44% | 3.47% |
| 8 | France | 4.40% | 3.58% | 3.19% | 3.12% |
| 9 | Australia | 2.79% | 2.61% | 2.95% | 2.92% |
| 10 | Canada | 3.29% | 2.81% | 2.41% | 2.54% |
| 11 | Italy | 3.09% | 2.62% | 2.24% | 2.29% |
| 12 | Spain | 2.17% | 1.99% | 1.83% | 2.07% |
| 13 | South Korea | 0.92% | 0.76% | 1.00% | 1.67% |
| 14 | Turkey | 1.25% | 1.52% | 1.25% | 1.56% |
| 15 | Brazil | 0.98% | 1.12% | 1.18% | 1.50% |
| 16 | Poland | 1.36% | 1.35% | 1.45% | 1.50% |
| 17 | Indonesia | 0.52% | 0.58% | 0.85% | 1.48% |
| 18 | United Arab Emirates | 0.96% | 0.84% | 0.94% | 1.45% |
| 19 | Sweden | 1.21% | 1.05% | 1.14% | 1.43% |
| 20 | Malaysia | 0.71% | 0.67% | 0.64% | 1.34% |

The data showed the Export amounts to USA, Germany and Japan accounted for 22.77%, 8.16% and 6.78% of China total export amount.

2. 2014 Jan. to Mar. China LED Industry Export Situation

2.1. 2014 Jan. to Mar. China Light Emitting Diode Export Situation

2.1.1. 2014 Jan. to Mar. China Light Emitting Diode Export Quantity and Amount

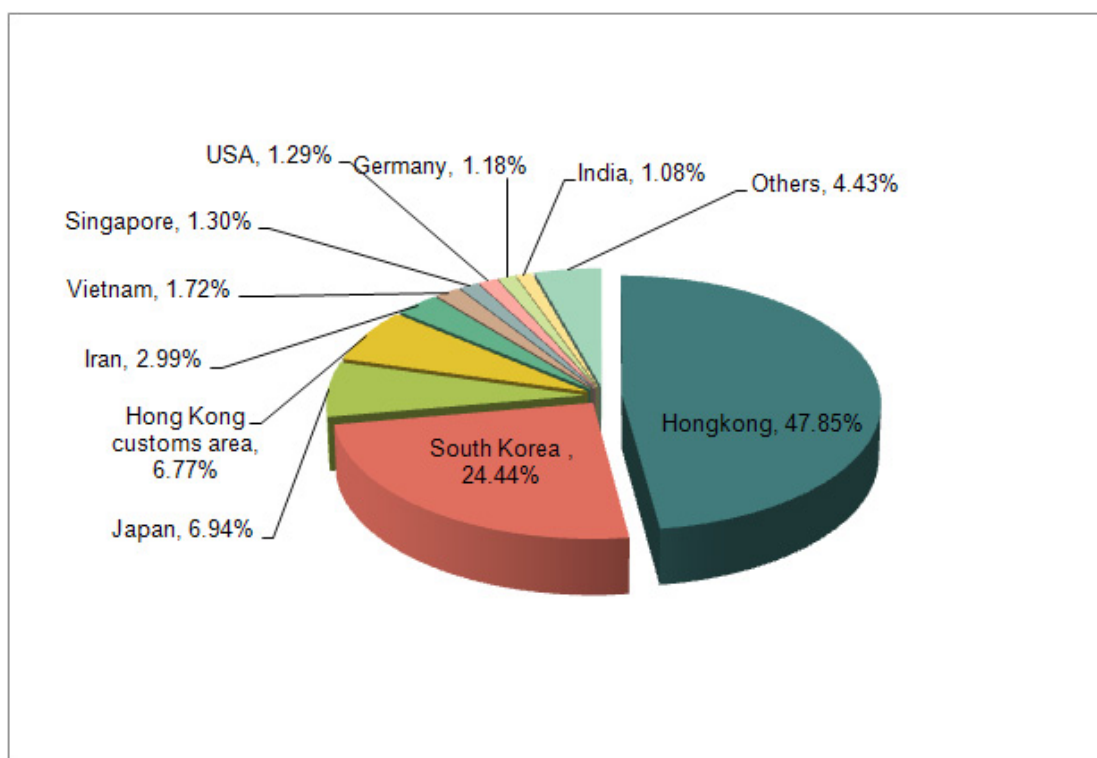
| Month | Quantity (piece) | Amount (USD) | compared to the same period of last year | |
|----------------------|------------------|--------------|--|--------|
| | | | Quantity | Amount |
| 1 | 11,767,466,879 | 272,325,238 | 133.4% | 13.4% |
| 2 | 10,525,315,575 | 211,870,286 | 201.8% | 20.1% |
| 3 | 19,116,252,918 | 353,350,501 | 302.8% | 60.5% |
| Jan. to Mar. Totally | 41,409,035,372 | 837,546,025 | 211.9% | 31.6% |

From 2014 Jan. to Mar. the Export Quantity of China light emitting diode was about 41.409 with a increasing of 211.9%, and Export Amount was 838 million USD with a increasing of 31.6%.

2.1.2. 2014 Jan. to Mar. China Light Emitting Diode Major Export Market

(by Amount)

| No | Country/Region | Jan. to Mar. Totally | | Totally compared to the same period of last year | |
|----|------------------------|----------------------|--------------|--|---------|
| | | Quantity (piece) | Amount (USD) | Quantity | Amount |
| 1 | Hongkong | 13,249,192,158 | 400,768,494 | 145.2% | 31.1% |
| 2 | South Korea | 2,951,002,388 | 204,732,564 | 54.6% | 27% |
| 3 | Japan | 701,183,762 | 58,102,847 | 13.5% | 5.8% |
| 4 | Hong Kong customs area | 21,548,095,141 | 56,741,007 | 629% | 115.6% |
| 5 | Iran | 43,376,504 | 25,005,016 | 117% | 5769.1% |
| 6 | Vietnam | 163,462,746 | 14,442,594 | 252.6% | 53.3% |
| 7 | Singapore | 336,672,993 | 10,880,742 | 5.4% | 0.2% |
| 8 | USA | 323,434,213 | 10,833,905 | 28.7% | -0.2% |
| 9 | Germany | 347,842,521 | 9,857,645 | 22.8% | 88.4% |
| 10 | India | 676,933,705 | 9,058,172 | 38.5% | -10.6% |



From 2014 Jan. to Mar., the top ten Export Markets of the light emitting diode were Hongkong, South Korea , Japan, Hong Kong customs area, Iran, Vietnam, Singapore, USA, Germany and India. Hongkong was China’s largest light emitting diode Export Market with an Export Amount of 401 million USD, increasing by 31.1% compared with the same period last year of, accounting for 47.85% of total China export amount. The second is South Korea with the market share of 24.44%. In the top ten exports Region, the Export Amount to Iran is biggest, with an increasing by 5769.1% compared with the same period last year.

2.1.3. 2014 Jan. to Mar. China Light Emitting Diode Major Export Original Place

| No | Region | Quantity (piece) | Amount (USD) | compared to the same period of last year | |
|----|-----------|------------------|--------------|--|--------|
| | | | | Quantity | Amount |
| 1 | Guangdong | 4,995,458,134 | 397,691,544 | 22.6% | 35.2% |
| 2 | Tianjin | 4,055,461,022 | 238,005,727 | 26.2% | 25.9% |
| 3 | Jiangsu | 3,812,989,459 | 109,131,200 | 17% | -1.4% |
| 4 | Fujian | 25,931,665,838 | 36,865,812 | 55295% | 965.5% |
| 5 | Shanghai | 95,963,452 | 19,851,766 | -21.2% | 10% |
| 6 | Zhejiang | 319,875,778 | 9,613,586 | 30.9% | 6.4% |
| 7 | Shanxi | 7,408,403 | 8,720,754 | 4081.9% | 571.9% |
| 8 | Jiangxi | 35,960,120 | 7,458,088 | 151.5% | 149.5% |
| 9 | Hubei | 2,053,528,357 | 4,546,606 | -7.8% | 17.5% |
| 10 | Anhui | 12,389,450 | 2,392,179 | 241.9% | 854.9% |

Guangdong, Tianjin and Jiangsu are China light emitting diode Major export original places. The Export Quantity of light emitting diode from the three provinces accounted for 31.07% of China's total export Quantity, and Export Amount accounted for 88.93%. In the top ten original places, the Export Quantity and Export Amount from Fujian increased most with the increasing of 55295% and 965.5%. It is worthy to note that, the unit price from Fujian was the lowest. From 2014 Jan. to Mar., the Export Quantity from Fujian ranked first, and the Export Amount ranked only fourth.

2.2. 2014 Jan. to Mar. China other light Export Situation

2.2.1. 2014 Jan. to Mar. China Other Light Export Quantity and Amount

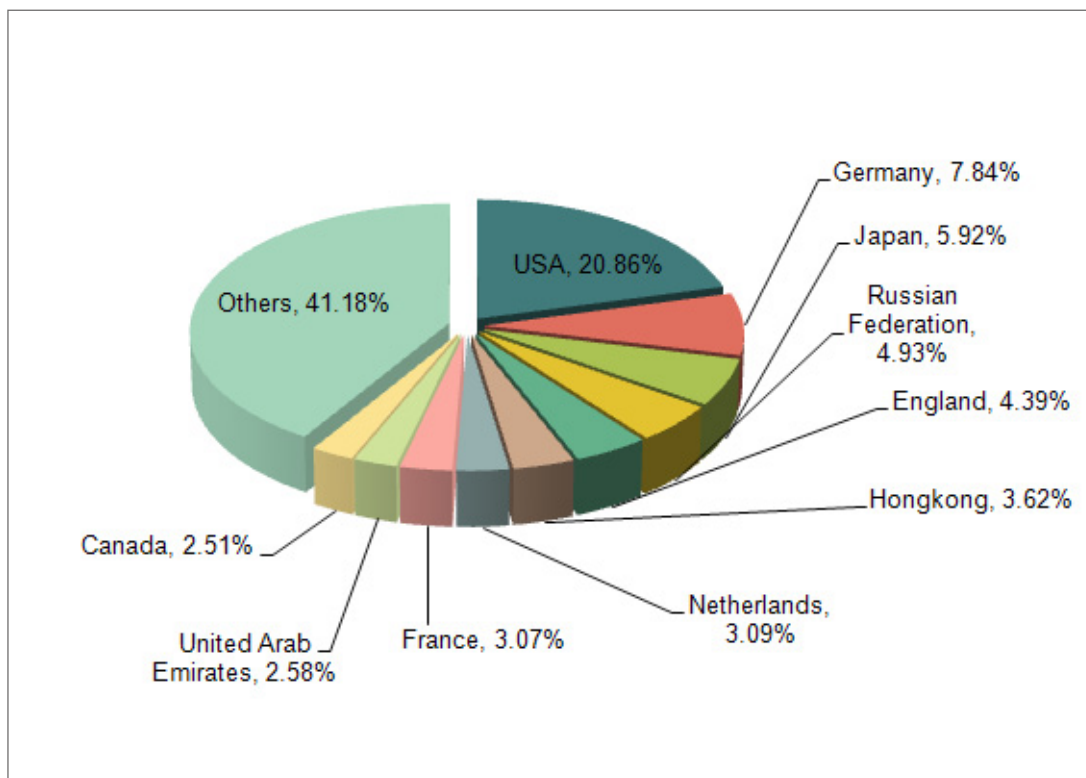
| Month | Quantity (Kg) | Amount (USD) | compared to the same period of last year | |
|----------------------|---------------|---------------|--|--------|
| | | | Quantity | Amount |
| 1 | 90,767,552 | 1,273,534,209 | 71.1% | 101.9% |
| 2 | 40,863,327 | 578,605,863 | 7.7% | 23.8% |
| 3 | 63,547,674 | 883,218,340 | 60.8% | 76.3% |
| Jan. to Mar. Totally | 195,178,553 | 2,735,358,412 | 49.6% | 71% |

From 2014 Jan. to Mar., the Export Quantity of China other light was about 195,200 tons. Export Amount was 2.735 billion USD. Export Quantity raised by 49.6%, Export Amount rose by 71%.

2.2.2. 2014 Jan. to Mar. China Other Light Major Export Market

(by Amount)

| No | Country/Region | Jan. to Mar. Totally | | Totally compared to the same period of last year | |
|----|----------------------|----------------------|--------------|--|--------|
| | | Quantity (Kg) | Amount (USD) | Quantity | Amount |
| 1 | USA | 46,689,534 | 570,619,886 | 13.8% | 40.3% |
| 2 | Germany | 11,186,993 | 214,466,540 | 29.4% | 56.6% |
| 3 | Japan | 4,754,474 | 162,031,849 | 20.2% | 6.4% |
| 4 | Russian Federation | 7,455,997 | 134,853,050 | 40.3% | 176.1% |
| 5 | England | 9,333,522 | 120,153,302 | 24% | 56.4% |
| 6 | Hongkong | 8,158,465 | 99,141,342 | 308.3% | 58.3% |
| 7 | Netherlands | 6,333,866 | 84,419,160 | 19.1% | 30.4% |
| 8 | France | 5,853,069 | 84,082,147 | 14.9% | 41.2% |
| 9 | United Arab Emirates | 6,193,425 | 70,460,277 | 302.7% | 536.5% |
| 10 | Canada | 5,884,703 | 68,781,402 | 6% | 37.9% |



From 2014 Jan. to Mar., the top ten Export Markets of the other lights were USA, Germany, Japan, Russian Federation, England, Hongkong, Netherlands, France, United Arab Emirates and Canada. Among them, USA was China's largest Export Market. From 2014 Jan. to Mar., the Export Amount of other lights to USA was about 571 million USD, increasing by 40.3% compared with the same period last year, accounting for 20.86% of China total export amount. The second is Germany with the market share of 7.84%.

From 2014 Jan. to Mar., in the top ten export Regions, the Export Amount to United Arab Emirates increased most with an increasing of 536.5% compared with the same period last year.

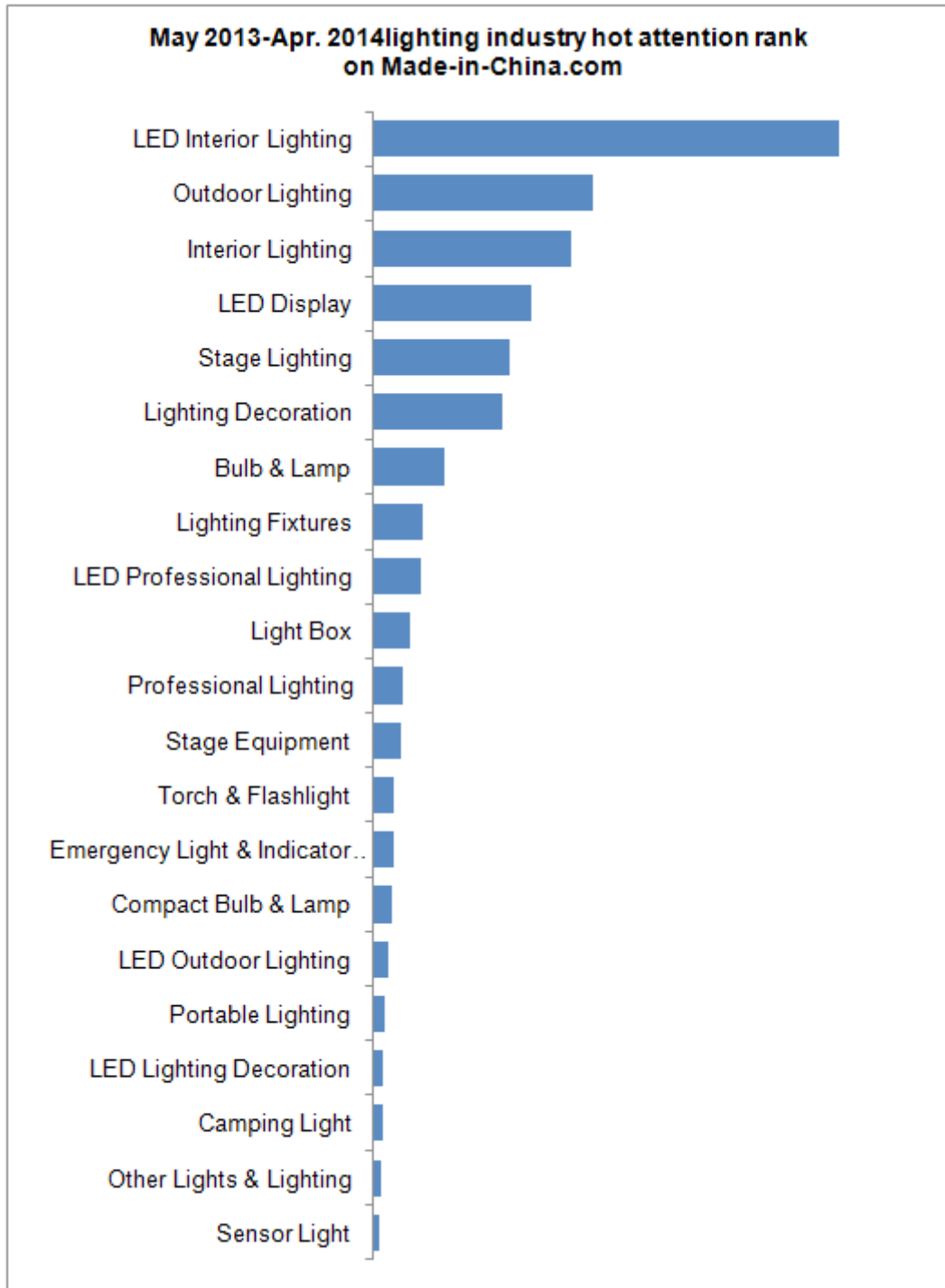
2.2.3. 2014 Jan. to Mar. China Other Light Major Export Original Place

| No | Region | Quantity (Kg) | Amount (USD) | compared to the same period of last year | |
|----|--------------|---------------|---------------|--|--------|
| | | | | Quantity | Amount |
| 1 | Guangdong | 80,550,178 | 1,258,951,225 | 109% | 112.1% |
| 2 | Zhejiang | 67,261,781 | 653,672,605 | 10% | 21.3% |
| 3 | Fujian | 16,057,498 | 309,357,891 | 42.8% | 111% |
| 4 | Jiangsu | 12,706,625 | 188,692,623 | 45.7% | 38.8% |
| 5 | Shanghai | 8,942,518 | 144,395,974 | 13.8% | 23.9% |
| 6 | Heilongjiang | 823,154 | 42,396,150 | 1825.4% | 20751% |
| 7 | Jiangxi | 1,613,384 | 27,865,806 | 519.9% | 441.8% |
| 8 | Sichuan | 1,261,763 | 27,201,694 | 571% | 393.5% |
| 9 | Liaoning | 629,135 | 15,202,551 | 5.4% | -45.6% |
| 10 | Anhui | 1,058,676 | 12,874,771 | 216.9% | 155.9% |

Among China Top10 other light export original place, Heilongjiang, Guangdong, Zhejiang, Fujian Jiangsu are China other light Major export original places. From 2014 Jan. to Mar., the Export Quantity of other light from these provinces accounted for 90.47% of China's total export Quantity, and Export Amount accounted for 88.13%. In the top ten original places, the Export Quantity and Export Amount from Heilongjiang increased most with the increasing of 1825.4% and 20751%.

3. Lighting Industry Data Analysis on Made-in-China.com

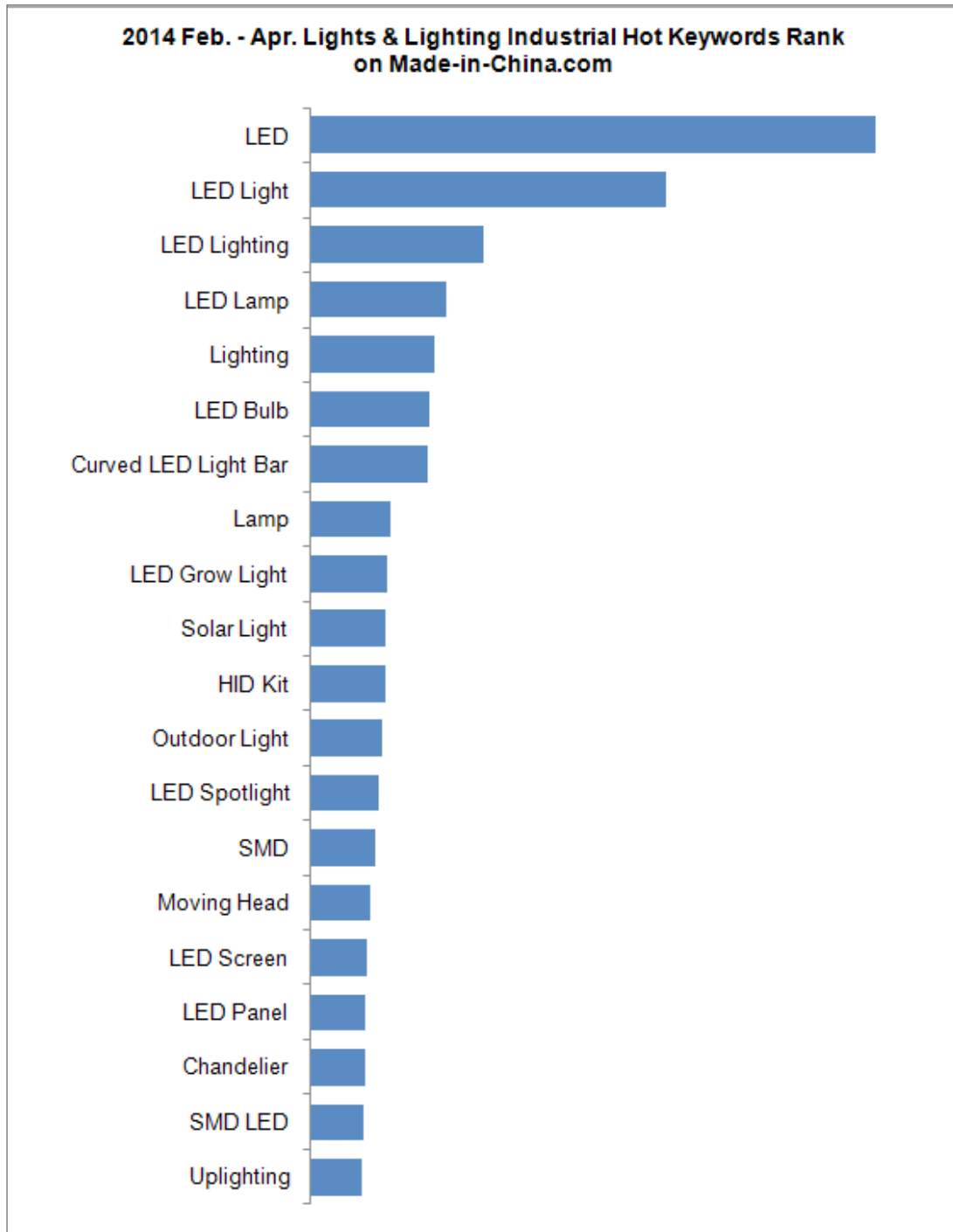
3.1. Lighting Industry Hot Attention Rank on Made-in-China.com



Made-in-China.com data showed, from May 2013-Apr 2014, the hottest lighting by buyers' attention was Interior Lighting. Its attention was much higher than the second rank Outdoor Lighting.

3.2. Lighting Industry Hot Keywords on Made-in-China.com

2014 Feb. –Apr. Lighting Industry Hot Keywords

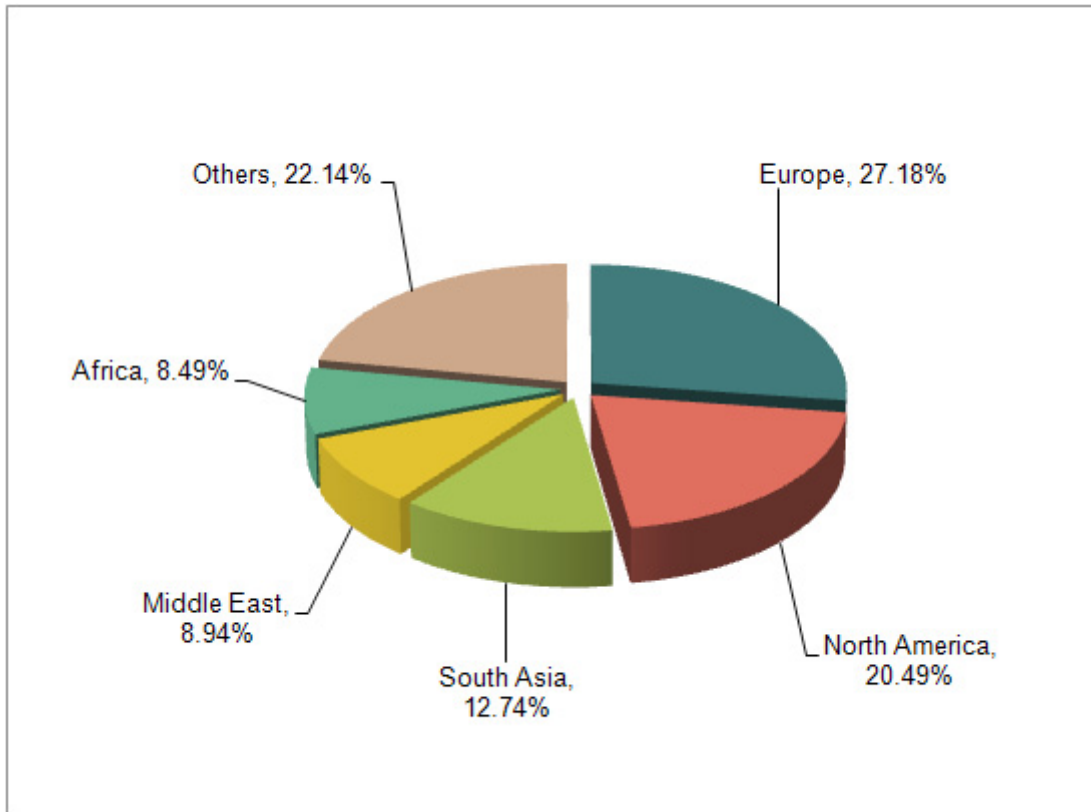


From 2014 Feb to Apr, the hottest key words was LED, the second was LED light.

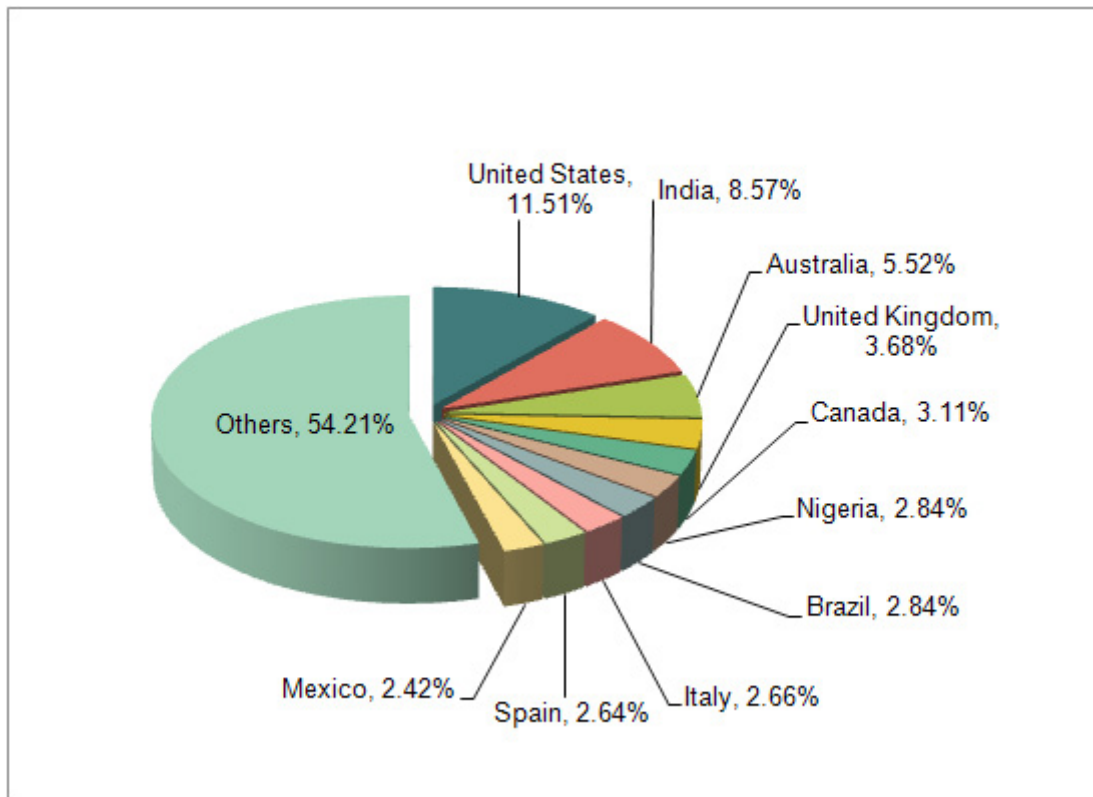
3.3. Lighting Industry Buyer Distribution on Made-in-China.com

From May 2013 to Apr. 2014

By Continent



By Country



From May 2013 to Apr. 2014, according to data statistics from Made-in-China.com, lighting industry buyer Major distribution Region were Europe, North America, South Asia, Middle East and Africa. Buyer major distribution countries were USA, India, Australia, England and Canada and so on.

(Data Source: Made-in-China.com)

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