

2011-2014 China Golf

Industry Analysis Report

2014.11



Contents

1. 2011-2013 China Golf Export Trend Analysis	4
1.1. 2011-2013 China Golf Club Export Trend and Analysis	4
1.1.1. 2011-2013 China Golf Club Export Volume Trend	4
1.1.2. 2011-2013 China Golf Club Export Value Trend	5
1.1.3. 2011-2013 China Golf Club Export Average Unit Price Trend	6
1.1.4. 2011-2013 China Golf Club Export Market Trends Analysis	7
1.2. 2011-2013 China Golf Ball Export Trend and Analysis	9
1.2.1. 2011-2013 China Golf Ball Export Volume Trend.....	9
1.2.2. 2011-2013 China Golf Ball Export Value Trend.....	10
1.2.3. 2011-2013 China Golf Ball Export Average Unit Price Trend	11
1.2.4. 2011-2013 China Golf Ball Export Market Trends Analysis.....	12
1.3. 2011-2013 China Other Golf Equipment Export Trend and Analysis	14
1.3.1. 2011-2013 China Other Golf Equipment Export Volume Trend	14
1.3.2. 2011-2013 China Other Golf Equipment Export Value Trend	15
1.3.3. 2011-2013 China Other Golf Equipment Export Average Unit Price Trend.....	16
1.3.4. 2011-2013 China Other Golf Equipment Export Market Trends Analysis	17
2. 2014Q1 China Golf Exports	19
2.1. 2014Q1 China Golf Club Exports.....	19
2.1.1. China Golf Club Export Volume and Value, from Jan. to Mar. 2014	19
2.1.2. China Golf Club Major Export Countries/Regions, from Jan. to Mar. 2014.....	19
2.1.3. China Golf Club Original Places of Exported Goods and Average Export Unit Price, from Jan. to Mar. 2014	20
2.2. 2014Q1 China Golf Ball Exports	21
2.2.1. China Golf Ball Export Volume and Value, from Jan. to Mar. 2014.....	21
2.2.2. China Golf Ball Major Export Countries/Regions Distribution, from Jan. to Mar. 2014	21
2.2.3. China Golf Ball Original Places of Exported Goods and Average Export Unit Price, from Jan. to Mar. 2014..	22
2.3. 2014Q1 China Other Golf Equipment Exports	23
2.3.1. China Other Golf Equipment Export Volume and Value, from Jan. to Mar. 2014.....	23
2.3.2. China Other Golf Equipment Major Export Countries/Regions Distribution, from Jan. to Mar. 2014	24
2.3.3. China Other Golf Equipment Original Places of Exported Goods and Average Export Unit Price, from Jan. to Mar. 2014	25

Contents

3. Golf Industry Data Analysis of Made-in-China.com	26
3.1. Sporting Goods Professional Buyers Interest Analysis of Made-in-China.com, from Jan. to April 2014.....	26
3.2. Golf Professional Buyers Hot Search Keywords of Made-in-China.com, from Feb. to April 2014	27
3.3. Sporting Goods Professional Buyers Distribution of Made-in-China.com, from Jan. to April 2014.....	28

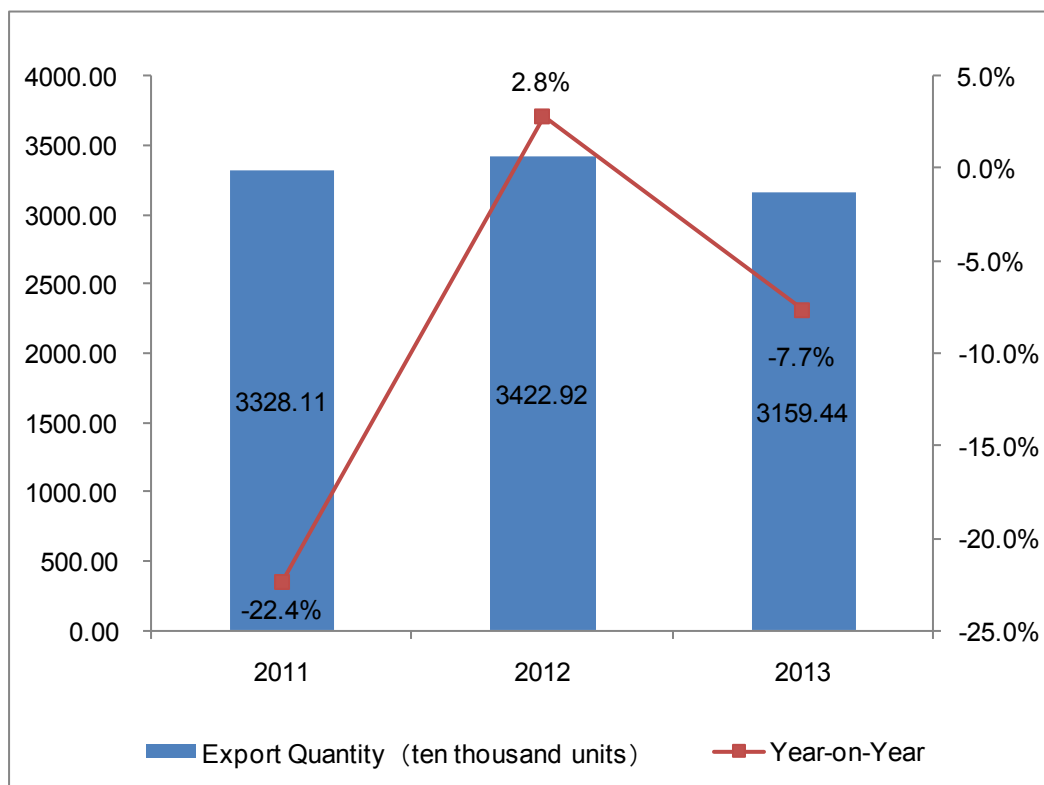
Note:

HS Code	Product name
950631	Clubs, complete, hereinafter referred to as "golf club"
950632	Balls
950639	Other golf equipment

1. 2011-2013 China Golf Export Trend Analysis

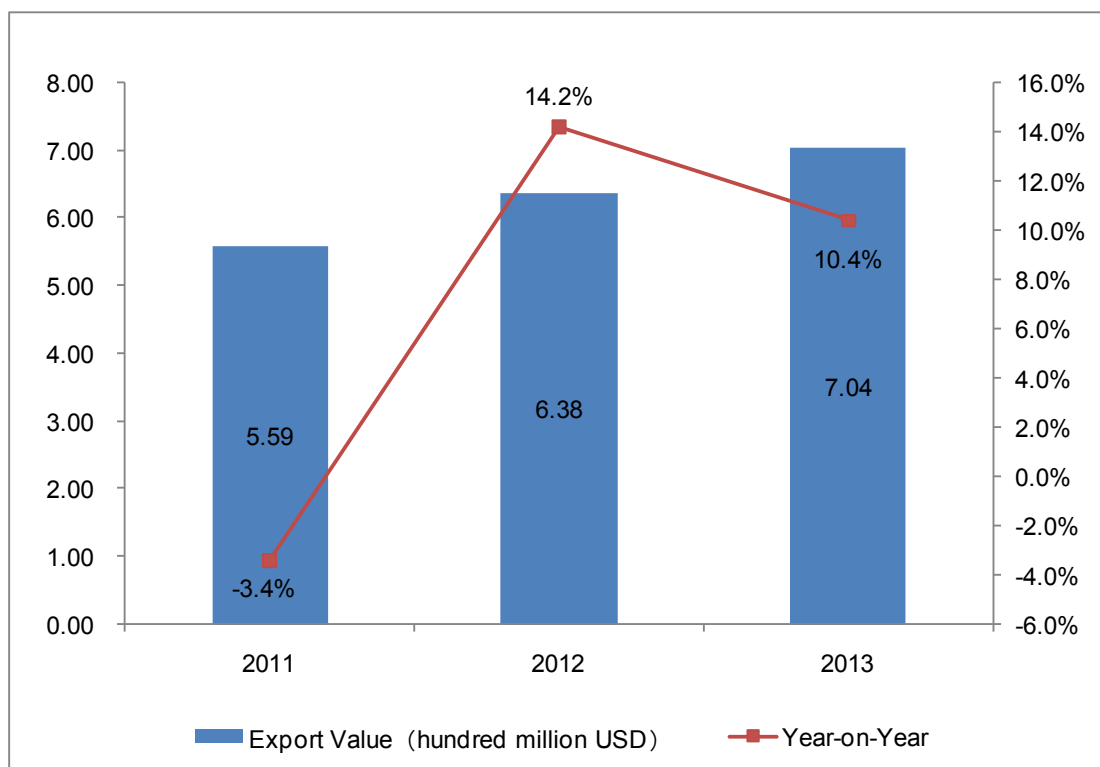
1.1. 2011-2013 China Golf Club (HS: 950631) Export Trend and Analysis

1.1.1. 2011-2013 China Golf Club Export Volume Trend



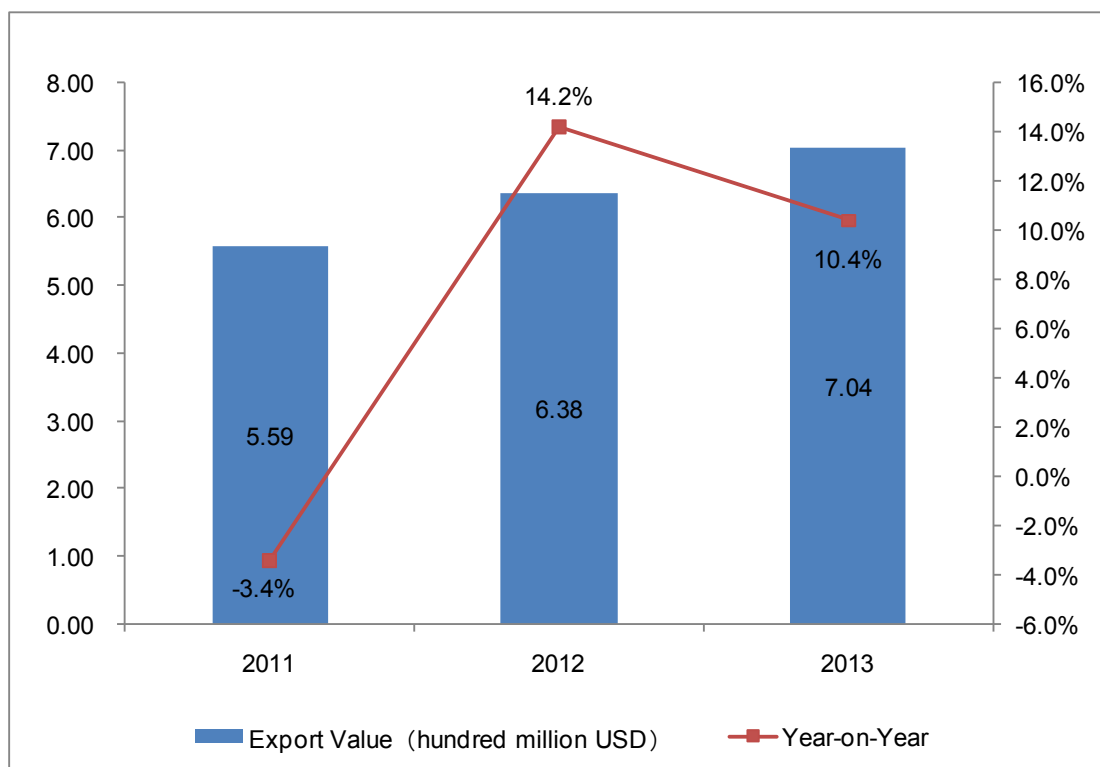
China export volume of golf club showed an inverted V-shaped trend from 2011 to 2013, and the export volume for the three years amounted to 33.2811 million (a year-on-year decrease of 22.4%), 34.2292 million (a year-on-year increase of 2.8%) and 31.5944 million (a year-on-year decrease of 7.7%) respectively.

1.1.2. 2011-2013 China Golf Club Export Value Trend



China export value of golf club increased year by year from 2011 to 2013, and the export value for the three years amounted to 559 million US dollars (a year-on-year decrease of 3.4%), 638 million US dollars (a year-on-year increase of 14.2%) and 704 million US dollars (a year-on-year increase of 10.4%) respectively.

1.1.3. 2011-2013 China Golf Club Export Average Unit Price Trend



As can be seen from the above chart, China average export unit price of golf club rose significantly from 2011 to 2013. The average export unit price for 2013 increased by 19.55% compared with the same period of 2012.

1.1.4. 2011-2013 China Golf Club Export Market Trends Analysis

● 2011-2013 China Golf Club Export Value Growth to Major Export Countries/Regions

No.	Export Countries/ Regions	Export Value (USD)			Export Value Growth Compared 2013 with 2011
		2011	2012	2013	
1	Hong Kong	164,582,261	201,754,572	310,627,559	88.74%
2	USA	203,353,091	228,030,439	203,554,353	0.10%
3	Japan	55,317,464	65,978,765	74,912,947	35.42%
4	United Kingdom	47,712,867	55,859,201	29,605,388	-37.95%
5	Canada	33,329,909	28,423,664	26,360,397	-20.91%
6	Republic of Korea	14,064,230	14,191,156	17,464,035	24.17%
7	Australia	8,171,633	9,335,415	7,411,537	-9.30%
8	Malaysia	1,628,183	2,182,665	4,347,077	166.99%
9	Netherlands	6,591,145	2,206,775	4,155,264	-36.96%
10	Singapore	3,941,314	4,951,583	3,744,205	-5.00%
11	Thailand	1,814,845	2,063,683	3,530,266	94.52%
12	South Africa	3,220,541	4,278,272	3,233,754	0.41%
13	Taiwan	2,096,482	2,467,998	2,773,553	32.30%
14	Indonesia	14,199	162,657	2,712,184	19001.23%
15	France	2,379,401	2,397,651	1,479,317	-37.83%
16	Belgium	550,243	2,363,405	1,160,960	110.99%
17	Sweden	2,586,954	1,187,417	1,077,949	-58.33%
18	India	517,538	722,647	777,516	50.23%
19	Germany	3,733,332	3,709,396	697,779	-81.31%
20	Argentina	968,295	262,871	565,271	-41.62%

As can be seen from the above chart, Hong Kong, the United States and Japan are our country's three largest export markets of golf club. In 2013, Hong Kong surpassed the United States, becoming the largest golf clubs export market of China.

Among the twenty export markets above, the export value of China to Indonesia increased the most, an increase of 19001.23% compared 2013 with 2011, followed by Malaysia, an increase of 166.99%.

● 2011-2013 China Golf Club Major Export Countries/Regions Market Share Trend

No.	Export Countries/ Regions	Export Value Percentage		
		2011	2012	2013
1	Hong Kong ↑	29.44%	31.62%	44.11%
2	USA ↓	36.38%	35.73%	28.91%
3	Japan ↑	9.90%	10.34%	10.64%
4	United Kingdom	8.53%	8.75%	4.20%
5	Canada ↓	5.96%	4.45%	3.74%
6	Republic of Korea	2.52%	2.22%	2.48%
7	Australia	1.46%	1.46%	1.05%
8	Malaysia ↑	0.29%	0.34%	0.62%
9	Netherlands	1.18%	0.35%	0.59%
10	Singapore	0.71%	0.78%	0.53%
11	Thailand	0.32%	0.32%	0.50%
12	South Africa	0.58%	0.67%	0.46%
13	Taiwan	0.38%	0.39%	0.39%
14	Indonesia ↑	0.003%	0.03%	0.39%
15	France ↓	0.43%	0.38%	0.21%
16	Belgium	0.10%	0.37%	0.16%
17	Sweden ↓	0.46%	0.19%	0.15%
18	India	0.09%	0.11%	0.11%
19	Germany ↓	0.67%	0.58%	0.10%
20	Argentina	0.17%	0.04%	0.08%

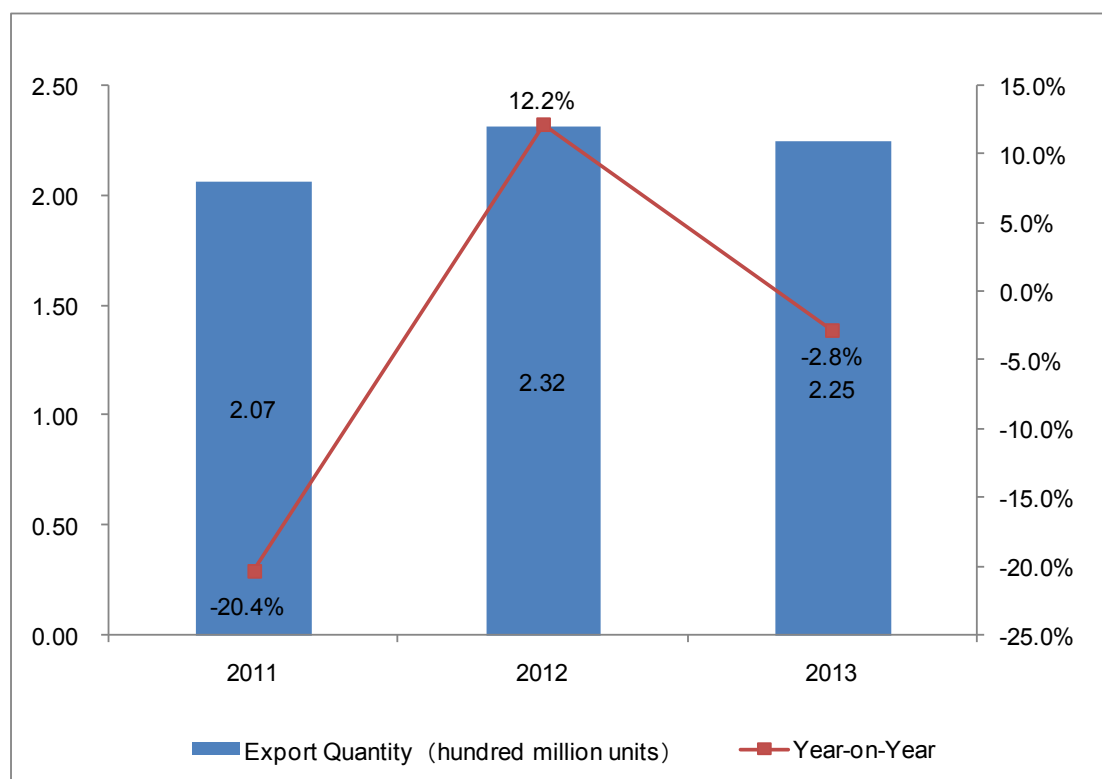
Note: “↑” represents that the indicators listed continued to increase from 2011 to 2013, “↓” represents that the indicators listed continued to decrease from 2011 to 2013.

The data of 2013 shows that Hong Kong, the USA and Japan, the three largest export markets of golf clubs from China, accounted for 44.11%, 28.91% and 10.64% of the total export value respectively.

Judging from the export market share trends, the market share for Hong Kong, Japan, Malaysia and Indonesia continued to rise, while that for the USA, Canada, France, Sweden and Germany continued to decline.

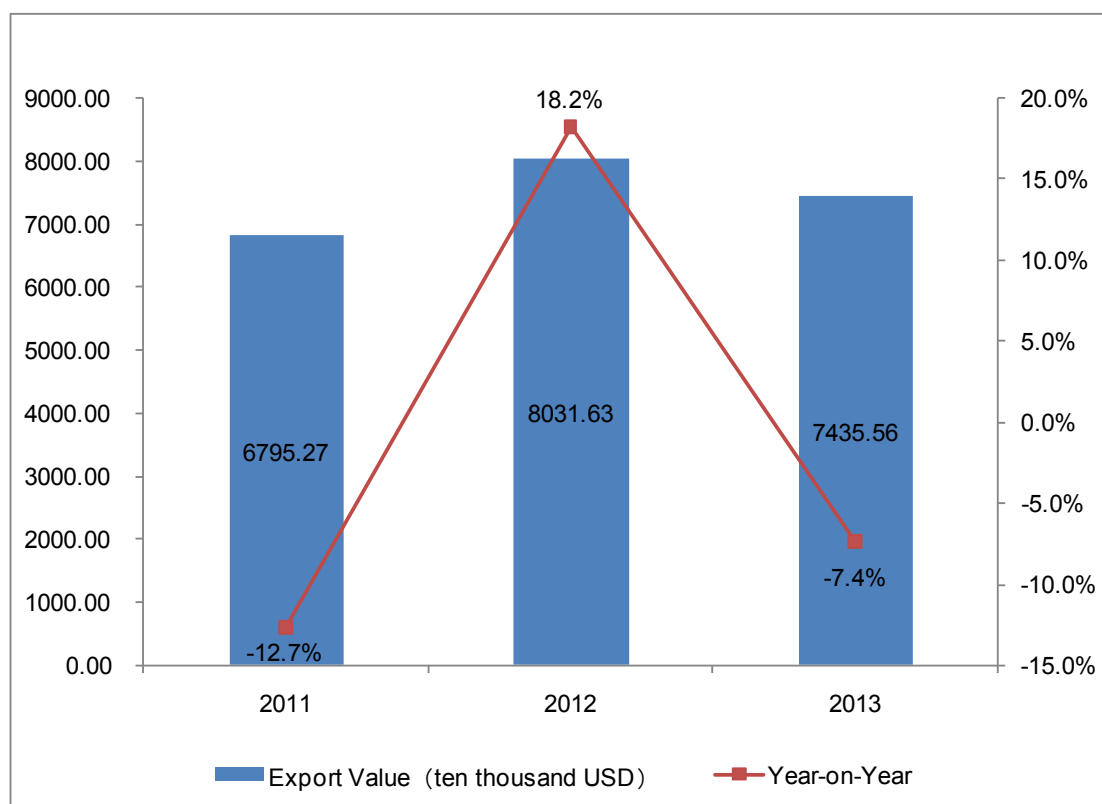
1.2. 2011-2013 China Golf Ball (HS: 950632) Export Trend and Analysis

1.2.1. 2011-2013 China Golf Ball Export Volume Trend



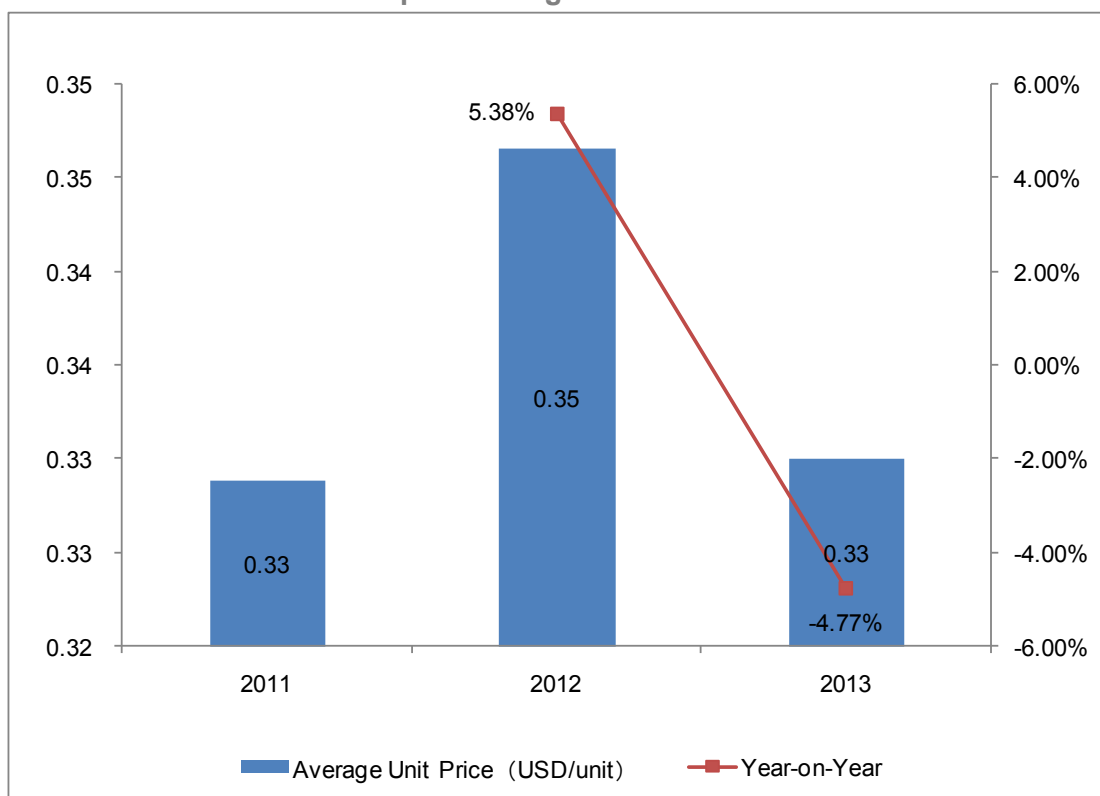
China export volume of golf ball showed an inverted V-shaped trend from 2011 to 2013, and the export volume for the three years amounted to 207 million (a year-on-year decrease of 20.4%), 232 million (a year-on-year increase of 12.2%) and 225 million (a year-on-year decrease of 2.8%) respectively.

1.2.2. 2011-2013 China Golf Ball Export Value Trend



China export value of golf ball is consistent with the trend of export volume from 2011 to 2013, and the export value for the three years amounted to 67.9527 million US dollars (a year-on-year decrease of 12.7%), 80.3163 million US dollars (a year-on-year increase of 18.2%) and 74.3556 million US dollars (a year-on-year decrease of 7.4%) respectively.

1.2.3. 2011-2013 China Golf Ball Export Average Unit Price Trend



As can be seen from the above chart, China average export unit price of golf ball showed an inverted V-shaped trend from 2011 to 2013. The average export unit price for 2013 decreased by 4.77% compared with the same period of 2012.

1.2.4. 2011-2013 China Golf Ball Export Market Trends Analysis

● 2011-2013 China Golf Ball Export Value Growth to Major Export Countries/Regions

No.	Export Countries/ Regions	Export Value (USD)			Export Value Growth Compared 2013 with 2011
		2011	2012	2013	
1	USA	32,349,704	34,689,505	34,096,080	5.40%
2	Japan	11,598,807	18,685,529	17,581,620	51.58%
3	Republic of Korea	6,570,691	7,076,930	5,435,481	-17.28%
4	United Kingdom	4,312,486	5,400,670	4,388,446	1.76%
5	Canada	3,080,783	3,463,026	2,704,785	-12.20%
6	Mexico	1,485,985	1,556,102	1,669,202	12.33%
7	Netherlands	2,047,035	1,843,902	1,431,884	-30.05%
8	Australia	1,278,420	1,464,912	1,050,869	-17.80%
9	Hong Kong	1,109,461	670,920	907,745	-18.18%
10	Taiwan	212,641	343,696	907,665	326.85%
11	Belgium	591,385	455,100	613,355	3.72%
12	Germany	703,403	760,894	468,336	-33.42%
13	Thailand	522,530	355,406	359,789	-31.14%
14	Malaysia	309,436	398,148	350,022	13.12%
15	France	228,750	432,717	300,111	31.20%
16	Iran	/	80,945	208,200	/
17	India	113,371	27,156	176,583	55.76%
18	Iraq	/	/	159,430	/
19	South Africa	71,874	360,695	155,350	116.14%
20	Singapore	329,811	400,983	137,725	-58.24%

The three largest export markets of Chinese golf ball are the United States, Japan and South Korea. China's export values to the United States, Japan and South Korea in 2013 are 34.0961 million US dollars, 17.5816 million US dollars and 54.355 million US dollars respectively. Among the twenty export markets above, the export value of China to Taiwan increased the most, an increase of 326.85% compared 2013 with 2011, followed by South Africa, an increase of 116.14%.

● 2011-2013 China Golf Ball Major Export Countries/Regions Market Share Trend

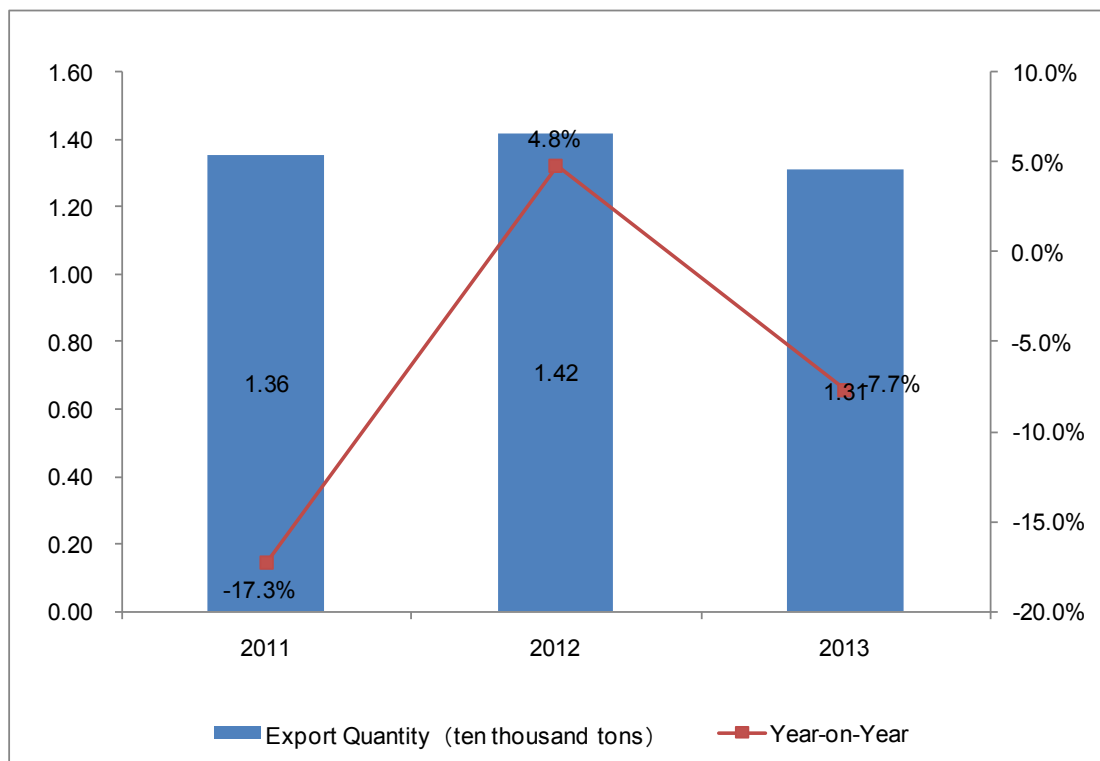
No.	Export Countries/ Regions	Export Value Percentage		
		2011	2012	2013
1	USA	47.61%	43.19%	45.86%
2	Japan↑	17.07%	23.26%	23.65%
3	Republic of Korea↓	9.67%	8.81%	7.31%
4	United Kingdom	6.35%	6.72%	5.90%
5	Canada↓	4.53%	4.31%	3.64%
6	Mexico	2.19%	1.94%	2.24%
7	Netherlands↓	3.01%	2.30%	1.93%
8	Australia↓	1.88%	1.82%	1.41%
9	Hong Kong	1.63%	0.84%	1.22%
10	Taiwan↑	0.31%	0.43%	1.22%
11	Belgium	0.87%	0.57%	0.82%
12	Germany↓	1.04%	0.95%	0.63%
13	Thailand	0.77%	0.44%	0.48%
14	Malaysia	0.46%	0.50%	0.47%
15	France	0.34%	0.54%	0.40%
16	Iran↑	0	0.10%	0.28%
17	India	0.17%	0.03%	0.24%
18	Iraq	0	0	0.21%
19	South Africa	0.11%	0.45%	0.21%
20	Singapore	0.49%	0.50%	0.19%

Note: “↑” represents that the indicators listed continued to increase from 2011 to 2013, “↓” represents that the indicators listed continued to decrease from 2011 to 2013.

Judging from the export market share trends, the market share for Japan, Taiwan and Iran continued to rise, while that for South Korea, Canada, the Netherlands, Australia and Germany continued to decline.

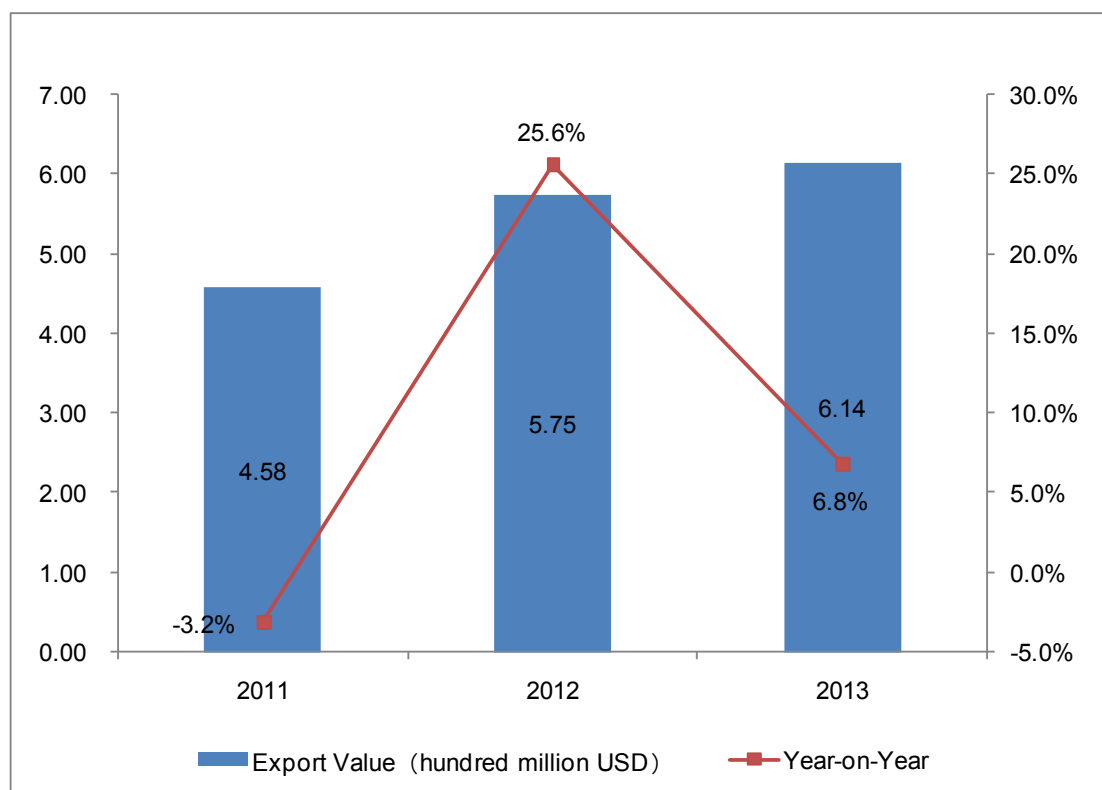
1.3. 2011-2013 China Other Golf Equipment (HS: 950639) Export Trend and Analysis

1.3.1. 2011-2013 China Other Golf Equipment Export Volume Trend



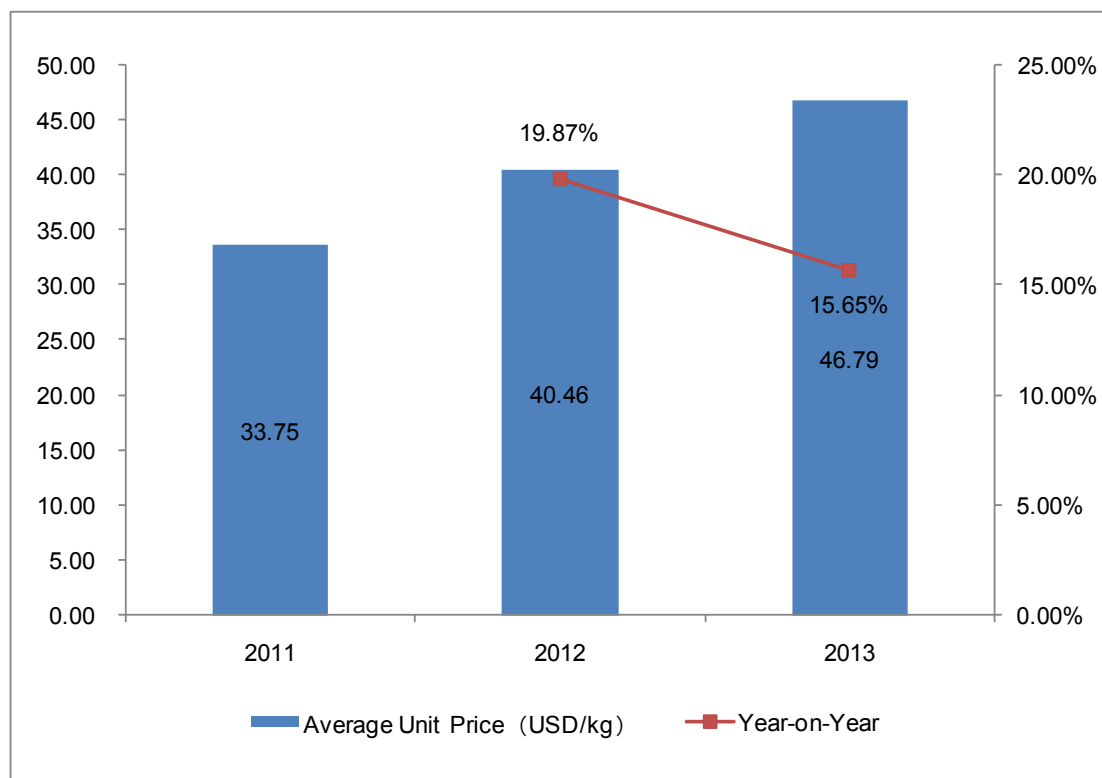
China export volume of other golf equipment showed an inverted V-shaped trend from 2011 to 2013, and the export volume for the three years amounted to 13,600 tons (a year-on-year decrease of 17.3%), 14,200 tons (a year-on-year increase of 4.8%) and 13,100 tons (a year-on-year decrease of 7.7%) respectively.

1.3.2. 2011-2013 China Other Golf Equipment Export Value Trend



China export value of other golf equipment increased year by year from 2011 to 2013, and the export value for the three years amounted to 458 million US dollars (a year-on-year decrease of 3.2%), 575 million US dollars (a year-on-year increase of 25.6%) and 614 million US dollars (a year-on-year increase of 6.8%) respectively.

1.3.3. 2011-2013 China Other Golf Equipment Export Average Unit Price Trend



China average export unit price of other golf equipment increased year by year from 2011 to 2013. The average export unit price for 2013 was 46.79 USD/kg, which increased by 15.65% compared with the same period of 2012.

1.3.4. 2011-2013 China Other Golf Equipment Export Market Trends Analysis

● 2011-2013 China Other Golf Equipment Export Value Growth to Major Export Countries/Regions

No.	Export Countries/ Regions	Export Value (USD)			Export Value Growth Compared 2013 with 2011
		2011	2012	2013	
1	Hong Kong	220,771,383	267,835,389	294,733,424	33.50%
2	USA	139,998,386	157,906,537	148,561,993	6.12%
3	Japan	44,186,942	62,340,850	58,512,181	32.42%
4	Mexico	8,933,523	19,850,314	38,074,416	326.20%
5	United Kingdom	17,303,502	27,275,005	23,384,850	35.15%
6	Taiwan	8,673,907	9,406,359	13,315,700	53.51%
7	Australia	2,362,930	4,132,002	4,064,364	72.01%
8	Republic of Korea	3,207,660	3,926,406	4,055,823	26.44%
9	Netherlands	800,120	2,165,465	3,850,111	381.19%
10	Canada	3,169,580	6,290,162	3,270,706	3.19%
11	Singapore	147,680	1,062,181	2,979,646	1917.64%
12	Iran	12,885	225,822	2,699,729	20852.50%
13	Viet Nam	1,036,117	2,782,558	2,360,413	127.81%
14	Germany	1,749,640	1,286,663	1,723,196	-1.51%
15	Malaysia	71,385	496,080	1,714,174	2301.31%
16	Kuwait	0	0	780,637	/
17	Panama	7,149	0	779,963	10810.10%
18	South Africa	624,943	1,007,680	767,701	22.84%
19	United Arab Emirates	526,950	294,237	749,809	42.29%
20	France	561,020	190,836	700,135	24.80%

The three largest export markets of Chinese other golf equipment are Hong Kong, the United States and Japan. China's export values to Hong Kong, the United States and Japan in 2013 are 295 million US dollars, 149 million US dollars and 58.5122 million US dollars respectively, an increase of 33.5%, 6.12% and 32.42% compared with the same period of 2011. Among the twenty export markets above, the export value of China to Iran, Panama, Malaysia, Singapore, the Netherlands, Mexico and Vietnam increased significantly, an increase of 20852.5%, 10810.1%, 2301.31%, 1917.64%, 381.19%, 326.2% and 127.81%.

● 2011-2013 China Other Golf Equipment Major Export Countries/Regions Market Share Trend

No.	Export Countries/ Regions	Export Value Percentage		
		2011	2012	2013
1	Hong Kong	48.24%	46.58%	48.00%
2	USA↓	30.59%	27.46%	24.20%
3	Japan	9.66%	10.84%	9.53%
4	Mexico↑	1.95%	3.45%	6.20%
5	United Kingdom	3.78%	4.74%	3.81%
6	Taiwan	1.90%	1.64%	2.17%
7	Australia	0.52%	0.72%	0.66%
8	Republic of Korea↓	0.70%	0.68%	0.66%
9	Netherlands↑	0.17%	0.38%	0.63%
10	Canada	0.69%	1.09%	0.53%
11	Singapore↑	0.03%	0.18%	0.49%
12	Iran↑	/	0.04%	0.44%
13	Viet Nam	0.23%	0.48%	0.38%
14	Germany	0.38%	0.22%	0.28%
15	Malaysia↑	0.02%	0.09%	0.28%
16	Kuwait	/	/	0.13%
17	Panama	/	/	0.13%
18	South Africa	0.14%	0.18%	0.13%
19	United Arab Emirates	0.12%	0.05%	0.12%
20	France	0.12%	0.03%	0.11%

Note: “↑” represents that the indicators listed continued to increase from 2011 to 2013, “↓” represents that the indicators listed continued to decrease from 2011 to 2013.

The data of 2013 shows that Hong Kong, the USA and Japan, the three largest export markets of other golf equipment from China, accounted for 48%, 24.2% and 9.53% of the total export value respectively.

Judging from the export market share trends, the market share for Mexico, the Netherlands, Singapore, Iran and Malaysia continued to rise, while that for the USA, and South Korea continued to decline.

2. 2014Q1 China Golf Exports

2.1. 2014Q1 China Golf Club (HS: 950631) Exports

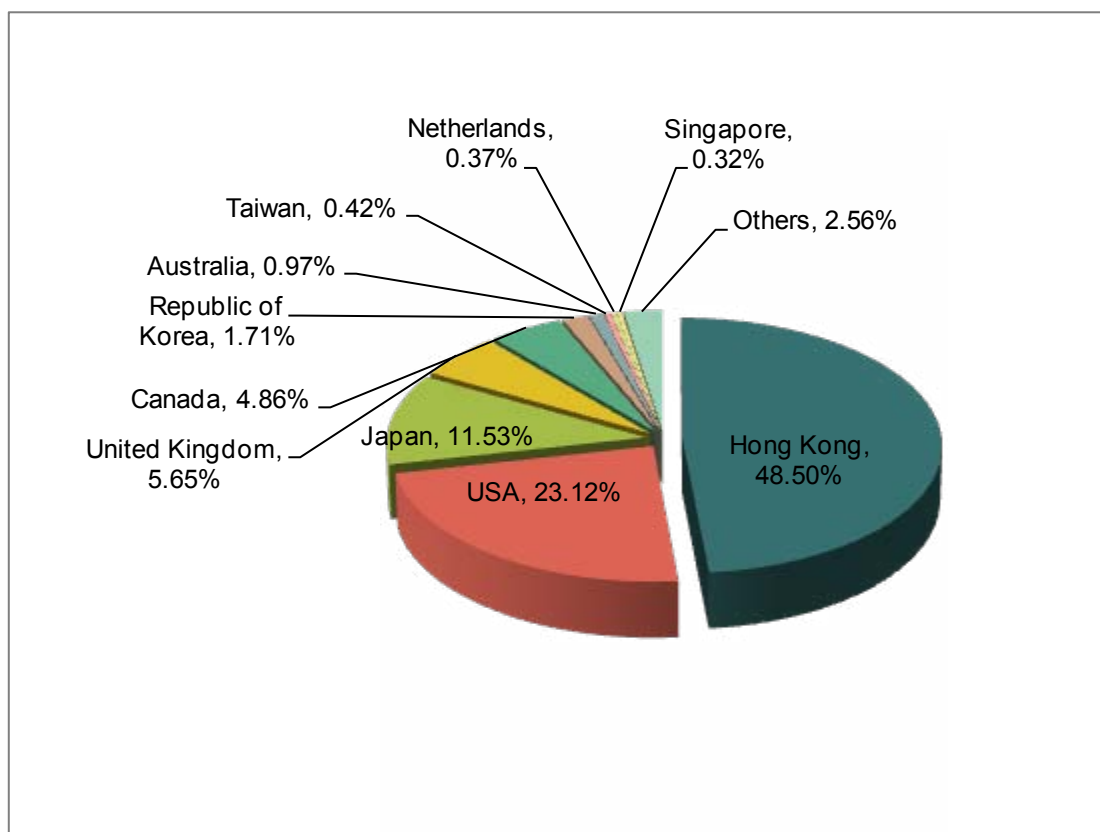
2.1.1. China Golf Club Export Volume and Value, from Jan. to Mar. 2014

Month	Volume (PCS)	Value (USD)	Compared with the same period last year	
			Volume	Value
Jan.	3,401,697	61,788,571	-18.9%	-27.3%
Feb.	1,801,457	46,504,639	-38.2%	-12.3%
Mar.	2,745,757	70,595,850	-22.9%	6.1%
Jan.-Mar. Total	7,948,911	178,889,060	-25.5%	-12.5%

China's export volume for golf clubs from Jan. to Mar. 2014 amounted to 7.9489 million, an decrease of 25.5% year on year, the export value amounted to 179 million US dollars, an decrease of 12.5% year on year.

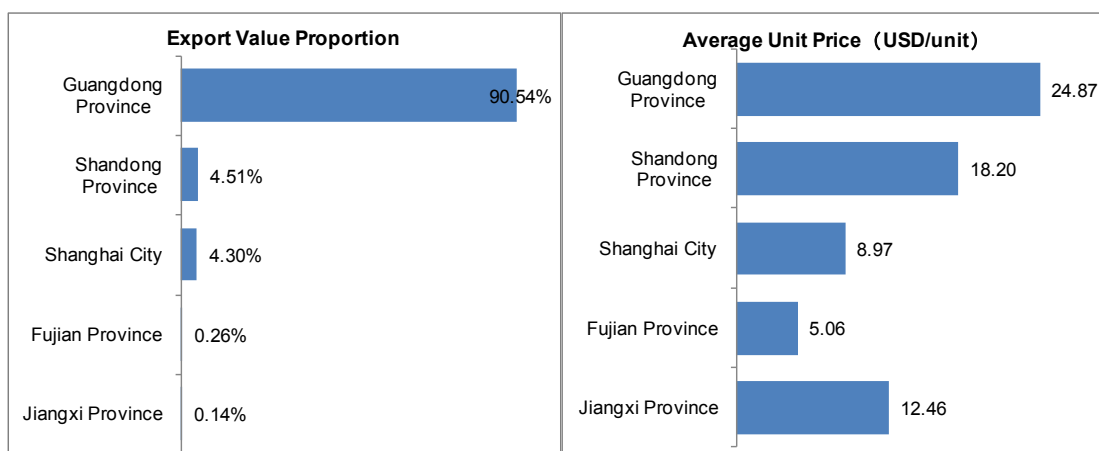
2.1.2. China Golf Club Major Export Countries/Regions, from Jan. to Mar. 2014

No.	Countries/Regions	Volume (PCS)	Value (USD)	Compared with the same period last year	
				Volume	Value
1	Hong Kong	1,383,607	86,758,211	-19.5%	46.3%
2	USA	3,681,553	41,355,453	-36%	-48.8%
3	Japan	886,701	20,622,571	6.5%	-9.8%
4	United Kingdom	813,326	10,098,680	3.8%	-2.3%
5	Canada	548,888	8,697,602	-27%	-24.4%
6	Republic of Korea	116,413	3,056,846	-28.8%	-54.8%
7	Australia	89,041	1,731,954	-14.6%	-18.9%
8	Taiwan	18,685	756,044	-32.1%	-28%
9	Netherlands	34,437	659,839	-50.5%	-51.9%
10	Singapore	20,138	580,294	-67.9%	-71.5%
11	Malaysia	19,845	573,461	-38%	-47.5%
12	Thailand	27,747	529,805	-36%	-53.9%
13	France	31,205	477,452	62.8%	91%
14	United Arab Emirates	57,736	445,374	2422.3%	3718.7%
15	Indonesia	14,019	444,382	0	0
16	Sweden	52,575	401,793	-10.9%	-50.2%
17	South Africa	29,571	390,283	-57.8%	-45.6%
18	Germany	28,798	273,198	-26.8%	-20.7%
19	Belgium	16,970	267,382	11.3%	-23.8%
20	India	9,375	162,967	23%	6.4%



Statistics of the first quarter of 2014 show that Hong Kong, the USA and Japan are still the three largest export markets of golf clubs from China. Although the whole export situation is not optimistic, among the top twenty export markets, the export volume and value to the UAE increased by 2422.3% and 3718.7% respectively compared to the same period of 2013, which was a large increase, worth export enterprises to pay more attention.

2.1.3. China Golf Club Original Places of Exported Goods and Average Export Unit Price, from Jan. to Mar. 2014



China golf clubs original places of exported goods mainly concentrated in Guangdong, in the first quarter of 2014, the export value for Guangdong golf clubs accounted for 90.54% of the total export

value of China. In contrast, Fujian's export unit price is relatively low, and the average export unit price in Guangdong is nearly 5 times Fujian's average export unit price.

2.2. 2014Q1 China Golf Ball (HS: 950632) Exports

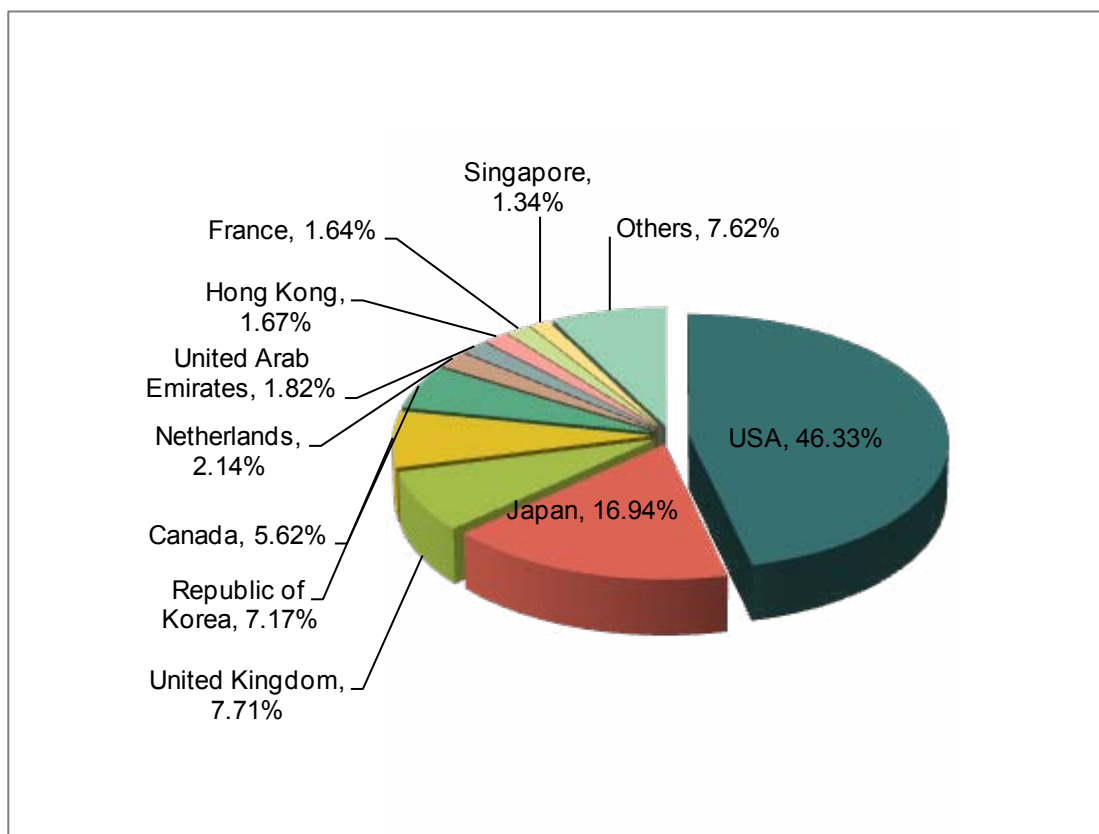
2.2.1. China Golf Ball Export Volume and Value, from Jan. to Mar. 2014

Month	Volume (PCS)	Value (USD)	Compared with the same period last year	
			Volume	Value
Jan.	18,081,791	5,579,496	-17.4%	-26.4%
Feb.	14,091,575	4,217,618	-34.1%	-39.3%
Mar.	16,333,503	4,723,736	-36.8%	-39.4%
Jan.-Mar. Total	48,506,869	14,520,850	-29.8%	-35%

In the first quarter of 2014, the export volume of China golf balls amounted to 48.5069 million, a decrease of 29.8%, and the export value amounted to 14.5209 million US dollars, a decrease of 35%.

2.2.2. China Golf Ball Major Export Countries/Regions Distribution, from Jan. to Mar. 2014

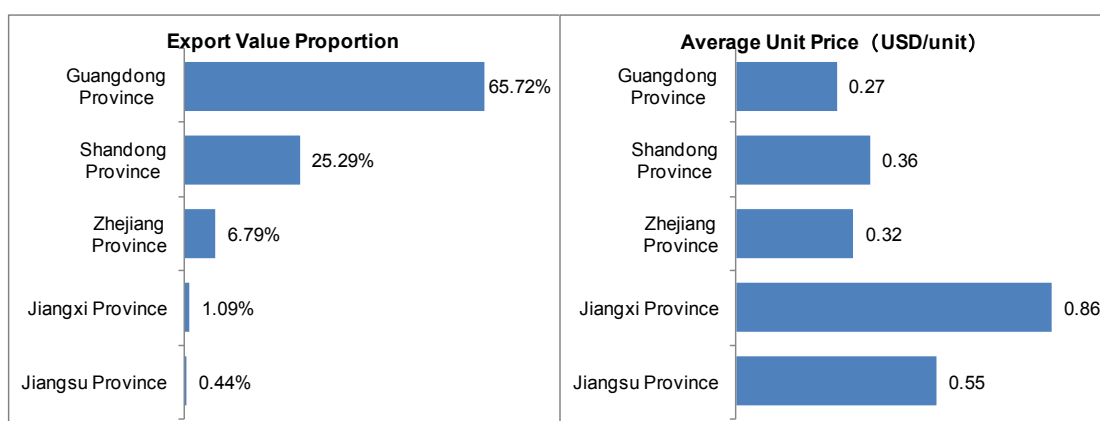
No.	Countries/Regions	Volume (PCS)	Value (USD)	Compared with the same period last year	
				Volume	Value
1	USA	25,448,011	6,727,842	-35.7%	-44.3%
2	Japan	5,796,476	2,460,331	-31.2%	-38.6%
3	United Kingdom	4,947,223	1,120,216	11%	-5.7%
4	Republic of Korea	3,296,128	1,041,140	-28.1%	-25.8%
5	Canada	2,843,036	816,543	-18.2%	-27.8%
6	Netherlands	938,784	310,558	-30.3%	-27%
7	United Arab Emirates	692,340	264,426	1375.2%	2545.6%
8	Hong Kong	723,778	242,034	-16.4%	18.2%
9	France	250,215	237,688	11.8%	285.7%
10	Singapore	355,696	194,110	643.2%	678.4%
11	Belgium	591,000	170,967	-31.3%	-31.5%
12	Germany	453,586	155,880	-16.4%	-9.2%
13	Australia	391,550	98,211	-70.2%	-60.9%
14	Iran	312,552	91,232	0	0
15	Panama	100,080	89,071	3027.5%	288.6%
16	Thailand	191,952	70,648	-1.3%	-15.8%
17	Switzerland	202,815	57,025	-40.4%	-41.8%
18	Mexico	245,268	50,319	-80%	-83.8%
19	Malaysia	75,768	35,044	-58.3%	-47.4%
20	Taiwan	70,091	33,780	392.4%	335.8%



Statistics of Jan.-Mar. 2014 show that the USA and Japan are our country's golf balls main exported markets. The total export value to the USA accounted for 46.33% of the total export value of the product.

Among the top twenty export markets, exports to the UAE and Singapore are satisfying. The export volume of the golf balls to the UAE increased by 1375.2% year on year, and the export value increased by 2545.6% YOY. In the same period, the export volume to Singapore increased by 643.2% YOY and the export value increased by 678.4% YOY.

2.2.3. China Golf Ball Original Places of Exported Goods and Average Export Unit Price, from Jan. to Mar. 2014



Guangdong and Shandong are two main original places of China golf balls. From Jan. to Mar. 2014, the export value for Guangdong and Shandong accounted for 65.72% and 25.29% respectively of the total export value of China. Among the above five main original places of exported goods, Guangdong's unit price is the lowest, 0.27 USD/piece and Jiangxi's unit price is the highest, 0.86 USD/piece.

2.3. 2014Q1 China Other Golf Equipment (HS: 950639) Exports

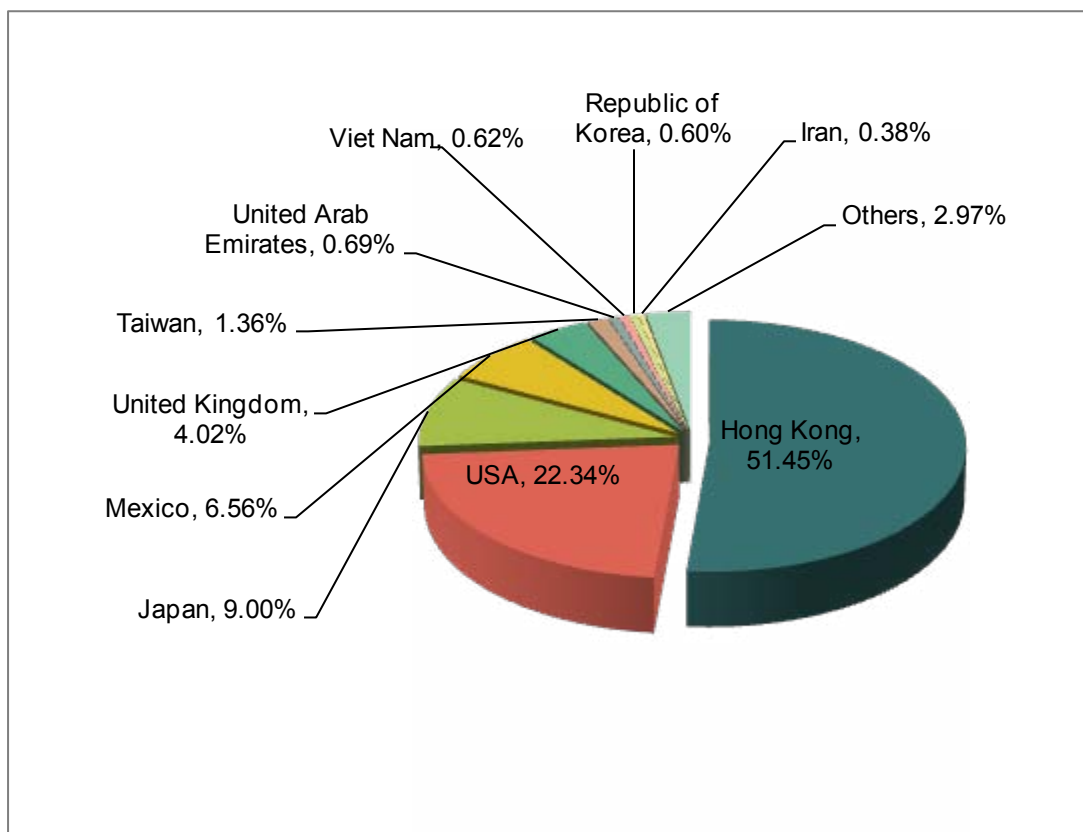
2.3.1. China Other Golf Equipment Export Volume and Value, from Jan. to Mar. 2014

Month	Volume (kg)	Value (USD)	Compared with the same period last year	
			Volume	Value
Jan.	1,491,205	76,653,606	22%	32.5%
Feb.	825,256	45,247,425	-17.7%	-6.4%
Mar.	1,195,022	63,996,726	16.7%	16.1%
Jan.-Mar. Total	3,511,483	185,897,757	8%	15.3%

From Jan. to Mar. 2014, the export volume of China golf equipments amounted to 3511.48 ton, an increase of 8%, and the export value amounted to 186 million US dollars, an increase of 15.3%. The export volume and value of February both decreased in varying degrees YOY.

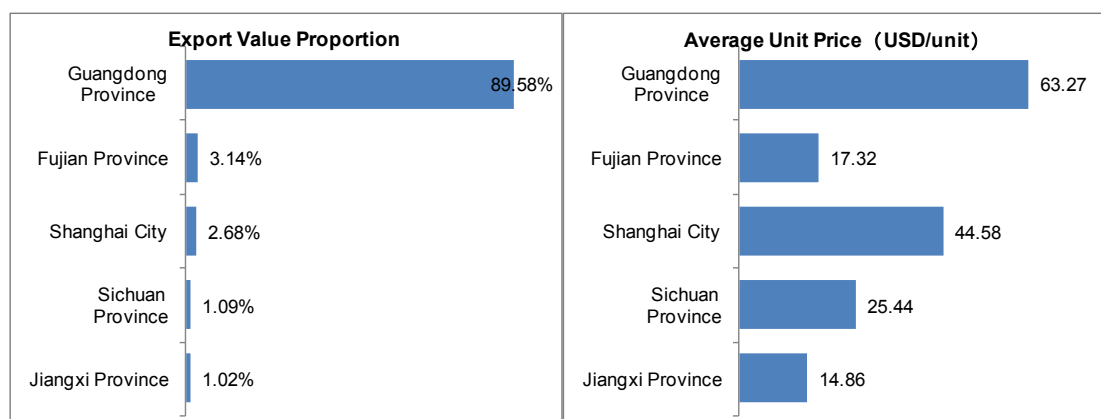
2.3.2. China Other Golf Equipment Major Export Countries/Regions Distribution, from Jan. to Mar. 2014

No.	Countries/Regions	Volume (kg)	Value (USD)	Compared with the same period last year	
				Volume	Value
1	Hong Kong	1,120,657	95,636,442	9.5%	22.9%
2	USA	1,149,142	41,532,320	-2.8%	0.5%
3	Japan	306,613	16,734,515	20.8%	15.8%
4	Mexico	163,502	12,192,801	14.3%	26.7%
5	United Kingdom	224,003	7,481,770	31.5%	27.3%
6	Taiwan	26,058	2,532,155	-21.5%	-26.5%
7	United Arab Emirates	55,868	1,290,595	7813.3%	5417.2%
8	Viet Nam	37,511	1,157,166	427.1%	144.2%
9	Republic of Korea	63,917	1,110,655	75.5%	57.9%
10	Iran	35,433	699,415	0	0
11	Canada	71,485	687,099	-44.6%	-64.5%
12	Netherlands	32,235	673,831	-53.3%	-51.2%
13	Australia	25,834	560,592	-6.7%	-32.5%
14	Bangladesh	13,923	542,949	13823%	27405%
15	Malaysia	19,581	534,540	174%	191.6%
16	France	19,843	308,918	89.1%	189%
17	Germany	19,921	307,710	21.1%	-16.9%
18	Thailand	9,042	252,518	209.7%	251.6%
19	Sweden	19,160	246,621	-4.2%	-30.7%
20	Singapore	8,087	113,179	-70.6%	-73.5%



Hong Kong and the USA are our country's other golf equipment main exported markets. The total export value to Hong Kong accounted for 51.45% of the total export value of the product and that to the USA accounted for 22.34% from Jan. to Mar. 2014.

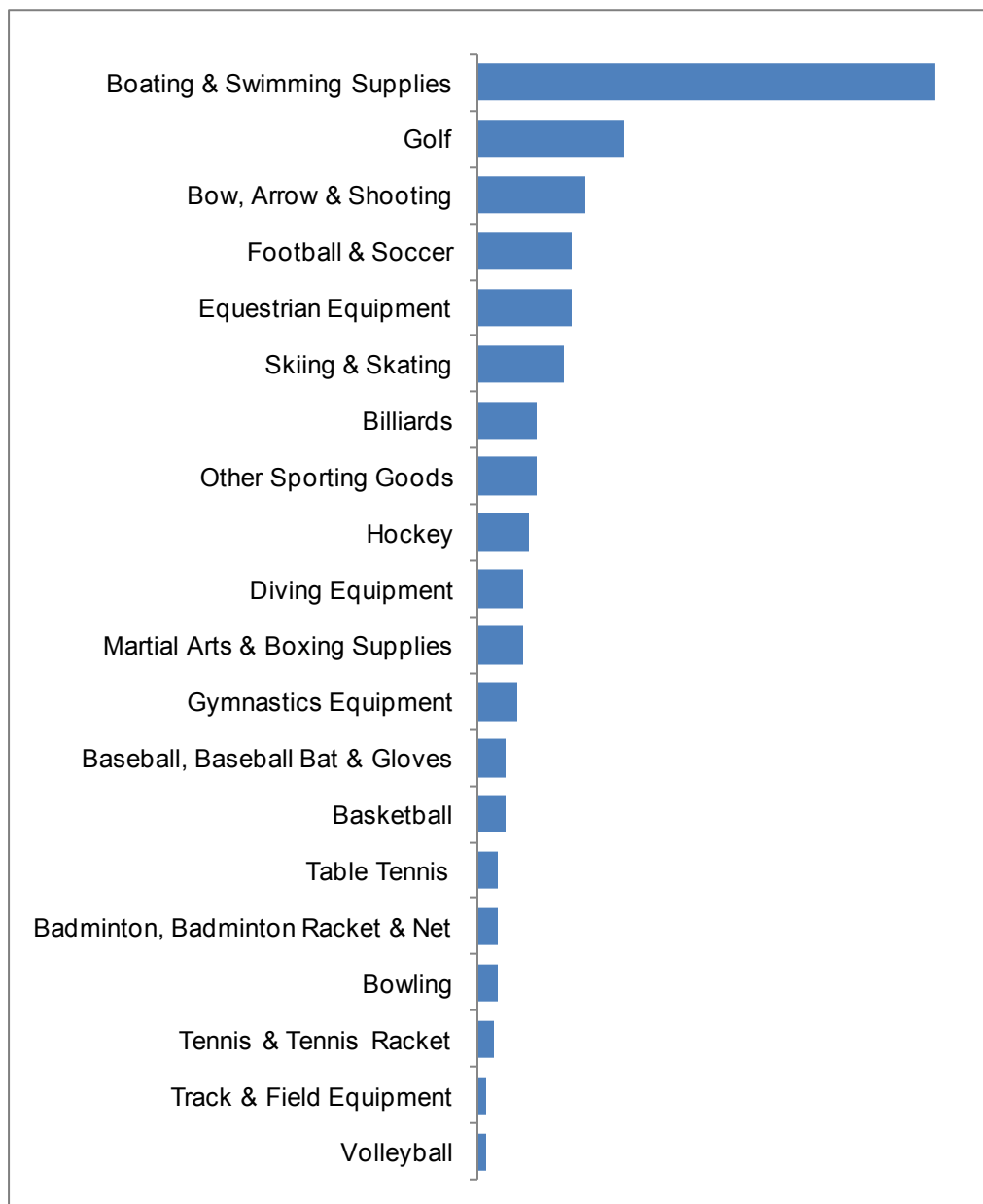
2.3.3. China Other Golf Equipment Original Places of Exported Goods and Average Export Unit Price, from Jan. to Mar. 2014



Guangdong is the largest and the main original places of China other golf equipment. In the first quarter of 2014, the export value for Guangdong accounted for 89.58% of the total export value of China, and that for Fujian which ranked the second only accounted for 3.14%. Among the above five main original places of exported goods, Guangdong's unit price is the highest, 63.27 USD/kg.

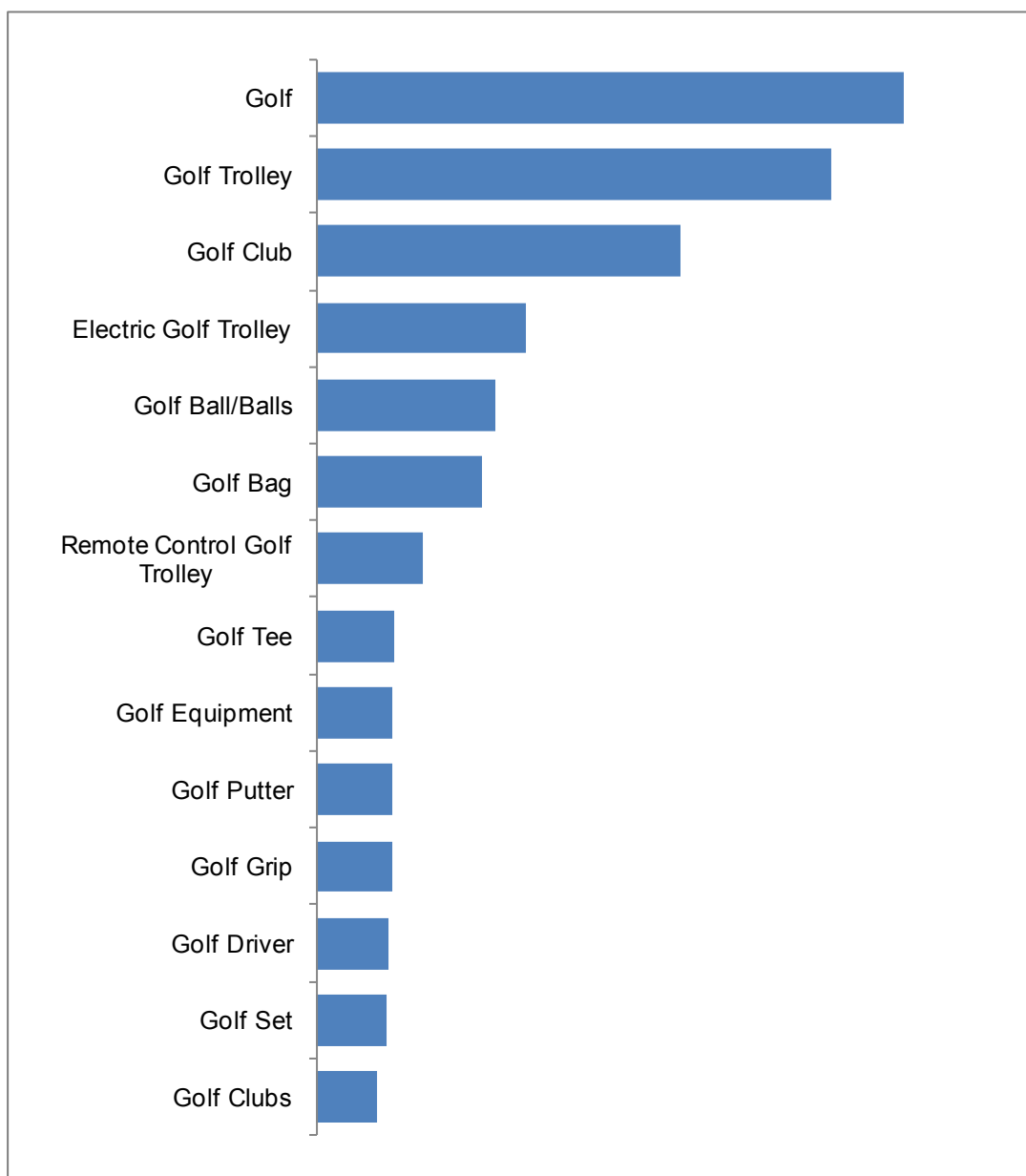
3. Golf Industry Data Analysis of Made-in-China.com

3.1. Sporting Goods Professional Buyers Interest Analysis of Made-in-China.com, from Jan. to April 2014



From Jan. to April 2014, according to the statistical data from Made-in-China.com, among the sub-sectors of sporting goods, buyers pay the most attention to Boating & Swimming Supplies, followed by Golf.

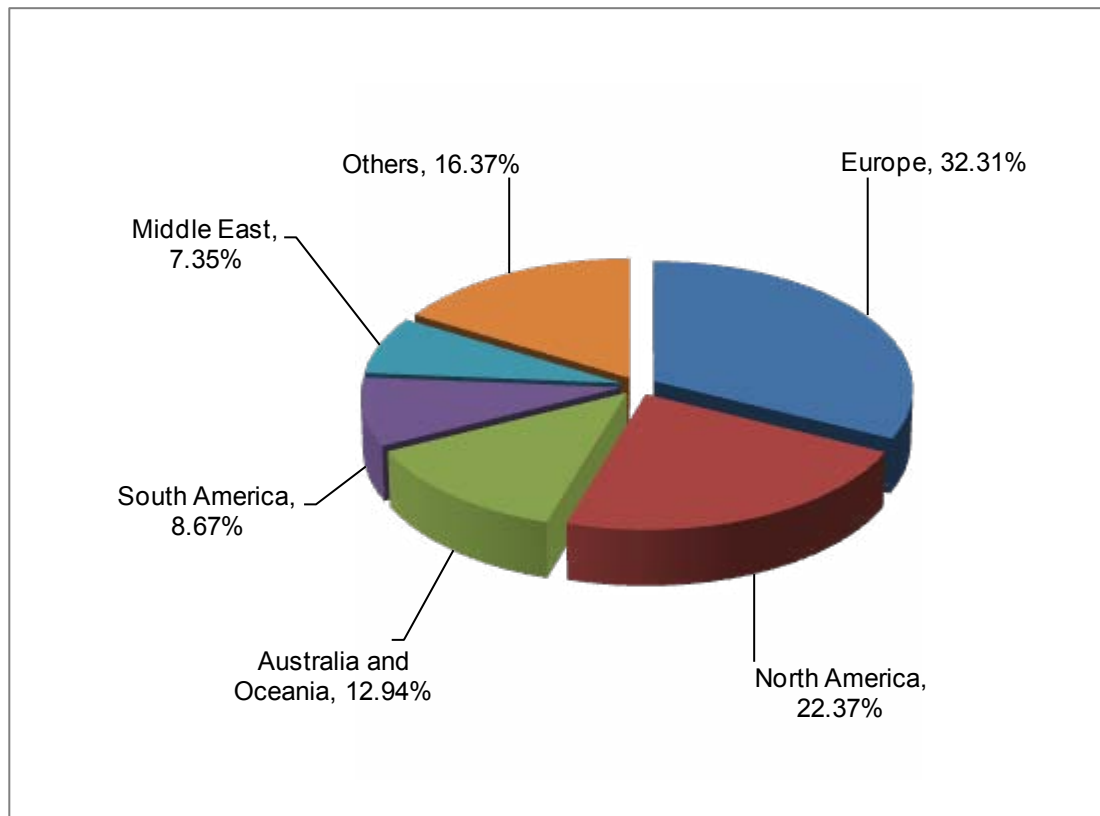
3.2. Golf Professional Buyers Hot Search Keywords of Made-in-China.com, from Feb. to April 2014



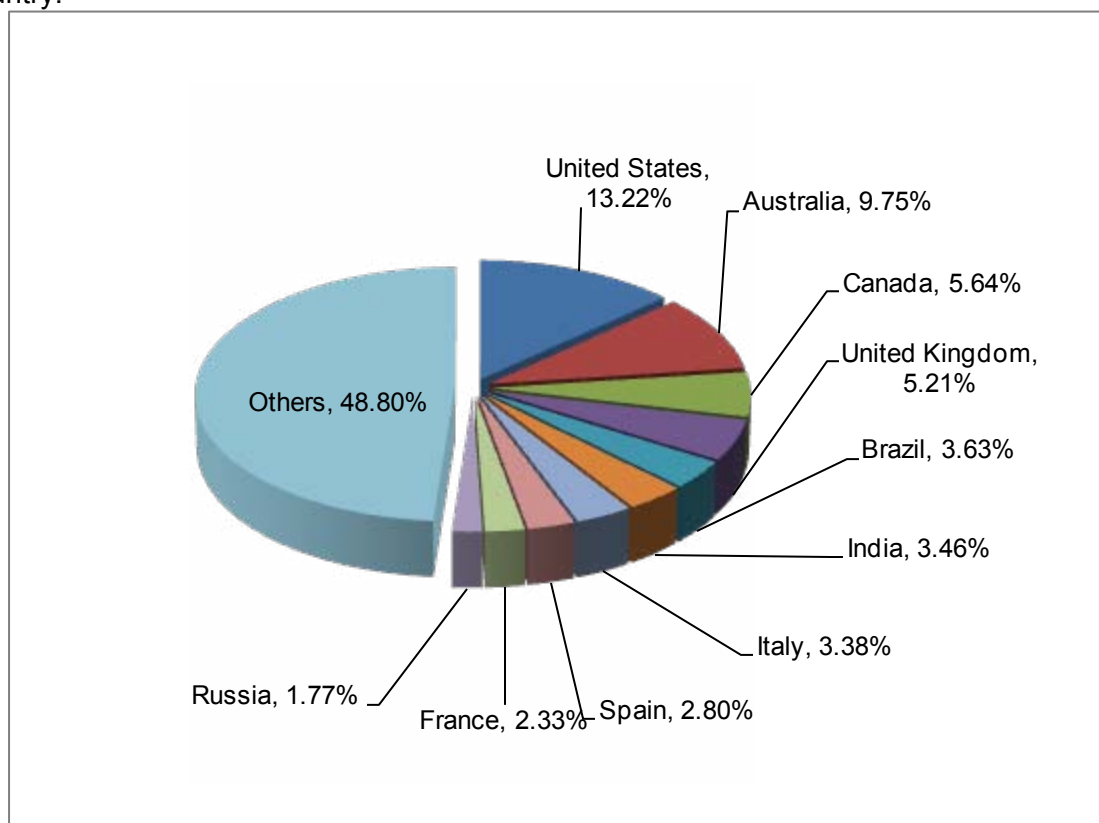
From Feb. to April 2014, according to the statistical data from Made-in-China.com, among the buyers hot search keywords of Golf industry, buyers pay the most attention to Golf, followed by Golf Trolley.

3.3. Sporting Goods Professional Buyers Distribution of Made-in-China.com, from Jan. to April 2014

By continent:



By country:



From Jan. to April 2014, enquiries for Sporting Goods on Made-in-China.com were mainly from Europe, North America, Oceania, South America and the Middle East and other regions when divided by continent.

From Jan. to Mar. 2014, enquiries for toys on Made-in-China.com were mainly from the United States, Australia, Canada and the UK and so on. Enquiries from the United States accounted for 13.22% of the total enquiries.

Source: Made-in-China.com

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.

E-mail: iar@made-in-china.com

Web: <http://www.made-in-china.com/communication/market-analysis.html>



- The copyright of this report belongs to Focus Technology Co., LTD. All contents, including words, pictures and charts, are protected by relevant laws and regulations of Chinese intellectual property rights. Without the written permission, any organization or individual cannot use the information of this report in any form.
- Parts of the words and data of this report have been collected from public information sources and the copyrights belong to the original copyright holder. Without the permission of the holder and Focus Technology Co., LTD., any organization or individual cannot reuse the information in any form.
- Figures released in this report may not fully reflect actual market situation, due to the limit of research methods and the scope of samples. Focus Technology Co., LTD. does not assume legal responsibility for the accuracy of the figures in this report.