

Development and Market of Encoder in China 2016-2021 Proposal

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Abstracts

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1. INTRODUCTION

Encoder can transfer data into a form of signal which can be communicated, stored and transferred. With the increasing demand of machine tool, elevator and servo motor, encoder industry in China has developed.

The high-end European and American brands have taken about 45% market share with high price in China, their encoder products main fields are mainly located at heavy-industry and wind electricity. The Japan and Korean brands have a competitive advantage in mid-market, and accounted for about 25% of the market sales. However, sales volume of Chinese enterprises were nearly 50% of the total volume, occupied only 35% of the total market value.

In 2015, the output of encoder was over 2.5 million units, and the sale achieved around 4.5 million units, the market size of encoder reached more than RMB2 billion. By estimated, the output of encoder will reach nearly 4 million units in 2021, and the consumption would reach around 7 million units.

1)The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese encoder industry;

To analyze the market import and export of encoder product industry;

To analyze the future trend of encoder product industry;

To analyze industrial size of the industry;

To reveal opportunities for encoder industry in China.

2)Benefit from the Report

Obtain latest info of encoder product industry, such as market size, price, key players, etc.;

Discover market potential in different regional markets;

Find out how Chinese encoder market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity ;

2. SCOPE OF INVESTIGATION

The report will investigate Chinese encoder industry from the following aspects:

Market size

Demand and supply

Import and export

Price

Bellwether company

Etc.

3. TIME NEEDED

One work week needed.

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