

# China Potentiometer Market Research Report 2018

<https://marketpublishers.com/r/C2EBDDE3650EN.html>

Date: February 2018

Pages: 113

Price: US\$ 3,400.00 (Single User License)

ID: C2EBDDE3650EN

## Abstracts

The global Potentiometer market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

China plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Potentiometer development status and future trend in China, focuses on top players in China, also splits Potentiometer by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

TOCOS

ALPS

ABB

Siemens

Panasonic

Song Huei

BOURNS

CTS Corporation

NOBLE

TT Electronics

Taiwan Alpha Electronic Co., Ltd.

Geographically, this report splits the China market into six regions,

South China

East China

Southwest China

Northeast China

North China

Central China

Northwest China

On the basis of product, this report displays the sales volume (K Units), revenue (Million USD), product price (USD/Unit), market share and growth rate of each type, primarily split into

Carbon Film

Plastic Film

Wirewound

On the basis of the end users/application, this report covers

Home Appliances

Communication Products

Instrumentation

Automotive Products

Others

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### China Potentiometer Market Research Report 2017

#### **1 POTENTIOMETER OVERVIEW**

- 1.1 Product Overview and Scope of Potentiometer
- 1.2 Classification of Potentiometer by Product Category
  - 1.2.1 China Potentiometer Sales (K Units) Comparison by Type (2012-2022)
  - 1.2.2 China Potentiometer Sales (K Units) Market Share by Type in 2016
  - 1.2.3 Carbon Film
  - 1.2.4 Plastic Film
  - 1.2.5 Wirewound
- 1.3 China Potentiometer Market by Application/End Users
  - 1.3.1 China Potentiometer Sales (K Units) and Market Share Comparison by Applications (2012-2022)
  - 1.3.2 Home Appliances
  - 1.3.3 Communication Products
  - 1.3.4 Instrumentation
  - 1.3.5 Automotive Products
  - 1.3.6 Others
- 1.4 China Potentiometer Market by Region
  - 1.4.1 China Potentiometer Market Size (Million USD) Comparison by Region (2012-2022)
  - 1.4.2 South China Potentiometer Status and Prospect (2012-2022)
  - 1.4.3 East China Potentiometer Status and Prospect (2012-2022)
  - 1.4.4 Southwest China Potentiometer Status and Prospect (2012-2022)
  - 1.4.5 Northeast China Potentiometer Status and Prospect (2012-2022)
  - 1.4.6 North China Potentiometer Status and Prospect (2012-2022)
  - 1.4.7 Central China Potentiometer Status and Prospect (2012-2022)
- 1.5 China Market Size (Sales and Revenue) of Potentiometer (2012-2022)
  - 1.5.1 China Potentiometer Sales (K Units) and Growth Rate (%) (2012-2022)
  - 1.5.2 China Potentiometer Revenue (Million USD) and Growth Rate (%) (2012-2022)

#### **2 CHINA POTENTIOMETER MARKET COMPETITION BY PLAYERS/MANUFACTURERS**

- 2.1 China Potentiometer Sales and Market Share of Key Players/Manufacturers (2012-2017)

- 2.2 China Potentiometer Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 China Potentiometer Average Price (USD/Unit) by Players/Manufacturers (2012-2017)
- 2.4 China Potentiometer Market Competitive Situation and Trends
  - 2.4.1 China Potentiometer Market Concentration Rate
  - 2.4.2 China Potentiometer Market Share of Top 3 and Top 5 Players/Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion in China Market
- 2.5 China Players/Manufacturers Potentiometer Manufacturing Base Distribution, Sales Area, Product Types

### **3 CHINA POTENTIOMETER SALES AND REVENUE BY REGION (2012-2017)**

- 3.1 China Potentiometer Sales (K Units) and Market Share by Region (2012-2017)
- 3.2 China Potentiometer Revenue (Million USD) and Market Share by Region (2012-2017)
- 3.3 China Potentiometer Price (USD/Unit) by Regions (2012-2017)

### **4 CHINA POTENTIOMETER SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)**

- 4.1 China Potentiometer Sales (K Units) and Market Share by Type/ Product Category (2012-2017)
- 4.2 China Potentiometer Revenue (Million USD) and Market Share by Type (2012-2017)
- 4.3 China Potentiometer Price (USD/Unit) by Type (2012-2017)
- 4.4 China Potentiometer Sales Growth Rate (%) by Type (2012-2017)

### **5 CHINA POTENTIOMETER SALES BY APPLICATION (2012-2017)**

- 5.1 China Potentiometer Sales (K Units) and Market Share by Application (2012-2017)
- 5.2 China Potentiometer Sales Growth Rate (%) by Application (2012-2017)
- 5.3 Market Drivers and Opportunities

### **6 CHINA POTENTIOMETER PLAYERS/SUPPLIERS PROFILES AND SALES DATA**

- 6.1 TOCOS
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.1.2 Potentiometer Product Category, Application and Specification
    - 6.1.2.1 Product A

#### 6.1.2.2 Product B

6.1.3 TOCOS Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.1.4 Main Business/Business Overview

### 6.2 ALPS

#### 6.2.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.2.2 Potentiometer Product Category, Application and Specification

##### 6.2.2.1 Product A

##### 6.2.2.2 Product B

6.2.3 ALPS Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.2.4 Main Business/Business Overview

### 6.3 ABB

#### 6.3.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.3.2 Potentiometer Product Category, Application and Specification

##### 6.3.2.1 Product A

##### 6.3.2.2 Product B

6.3.3 ABB Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.3.4 Main Business/Business Overview

### 6.4 Siemens

#### 6.4.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.4.2 Potentiometer Product Category, Application and Specification

##### 6.4.2.1 Product A

##### 6.4.2.2 Product B

6.4.3 Siemens Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.4.4 Main Business/Business Overview

### 6.5 Panasonic

#### 6.5.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.5.2 Potentiometer Product Category, Application and Specification

##### 6.5.2.1 Product A

##### 6.5.2.2 Product B

6.5.3 Panasonic Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.5.4 Main Business/Business Overview

### 6.6 Song Huei

#### 6.6.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.6.2 Potentiometer Product Category, Application and Specification

6.6.2.1 Product A

6.6.2.2 Product B

6.6.3 Song Huei Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

6.6.4 Main Business/Business Overview

6.7 BOURNS

6.7.1 Company Basic Information, Manufacturing Base and Competitors

6.7.2 Potentiometer Product Category, Application and Specification

6.7.2.1 Product A

6.7.2.2 Product B

6.7.3 BOURNS Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

6.7.4 Main Business/Business Overview

6.8 CTS Corporation

6.8.1 Company Basic Information, Manufacturing Base and Competitors

6.8.2 Potentiometer Product Category, Application and Specification

6.8.2.1 Product A

6.8.2.2 Product B

6.8.3 CTS Corporation Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

6.8.4 Main Business/Business Overview

6.9 NOBLE

6.9.1 Company Basic Information, Manufacturing Base and Competitors

6.9.2 Potentiometer Product Category, Application and Specification

6.9.2.1 Product A

6.9.2.2 Product B

6.9.3 NOBLE Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

6.9.4 Main Business/Business Overview

6.10 TT Electronics

6.10.1 Company Basic Information, Manufacturing Base and Competitors

6.10.2 Potentiometer Product Category, Application and Specification

6.10.2.1 Product A

6.10.2.2 Product B

6.10.3 TT Electronics Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

6.10.4 Main Business/Business Overview

6.11 Taiwan Alpha Electronic Co., Ltd.

## **7 POTENTIOMETER MANUFACTURING COST ANALYSIS**

- 7.1 Potentiometer Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Potentiometer

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Potentiometer Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Potentiometer Major Manufacturers in 2016
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change



## **11 CHINA POTENTIOMETER MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)**

11.1 China Potentiometer Sales (K Units), Revenue (Million USD) Forecast (2017-2022)

11.2 China Potentiometer Sales (K Units) Forecast by Type (2017-2022)

11.3 China Potentiometer Sales (K Units) Forecast by Application (2017-2022)

11.4 China Potentiometer Sales (K Units) Forecast by Region (2017-2022)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 METHODOLOGY AND DATA SOURCE**

13.1 Methodology/Research Approach

13.1.1 Research Programs/Design

13.1.2 Market Size Estimation

13.1.3 Market Breakdown and Data Triangulation

13.2 Data Source

13.2.1 Secondary Sources

13.2.2 Primary Sources

13.3 Disclaimer

13.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

- Figure Global and China Market Size (Million USD) Comparison (2012-2022)
- Table Potentiometer Sales (K Units) and Revenue (Million USD) Market Split by Product Type
- Table Potentiometer Sales (K Units) by Application (2016-2022)
- Figure Product Picture of Potentiometer
- Table China Potentiometer Sales (K Units) and Growth Rate (%) Comparison by Types (Product Category) (2012-2022)
- Figure China Potentiometer Sales Volume Market Share by Types in 2016
- Figure Carbon Film Product Picture
- Figure Plastic Film Product Picture
- Figure Wirewound Product Picture
- Figure China Potentiometer Sales (K Units) Comparison by Application (2012-2022)
- Figure China Sales Market Share (%) of Potentiometer by Application in 2016
- Figure Home Appliances Examples
- Table Key Downstream Customer in Home Appliances
- Figure Communication Products Examples
- Table Key Downstream Customer in Communication Products
- Figure Instrumentation Examples
- Table Key Downstream Customer in Instrumentation
- Figure Automotive Products Examples
- Table Key Downstream Customer in Automotive Products
- Figure Others Examples
- Table Key Downstream Customer in Others
- Figure South China Potentiometer Revenue (Million USD) and Growth Rate (2012-2022)
- Figure East China Potentiometer Revenue (Million USD) and Growth Rate (2012-2022)
- Figure Southwest China Potentiometer Revenue (Million USD) and Growth Rate (2012-2022)
- Figure Northeast China Potentiometer Revenue (Million USD) and Growth Rate (2012-2022)
- Figure North China Potentiometer Revenue (Million USD) and Growth Rate (2012-2022)
- Figure Central China Potentiometer Revenue (Million USD) and Growth Rate (2012-2022)
- Figure China Potentiometer Sales (K Units) and Growth Rate (%) (2012-2022)
- Figure China Potentiometer Revenue (Million USD) and Growth Rate (%) (2012-2022)

Table China Potentiometer Sales of Key Players/Manufacturers (2012-2017)  
Table China Potentiometer Sales Share (%) by Players/Manufacturers (2012-2017)  
Figure 2016 China Potentiometer Sales Share (%) by Players/Manufacturers  
Figure 2017 China Potentiometer Sales Share (%) by Players/Manufacturers  
Table China Potentiometer Revenue by Players/Manufacturers (2012-2017)  
Table China Potentiometer Revenue Market Share (%) by Players/Manufacturers (2012-2017)  
Figure 2016 China Potentiometer Revenue Market Share (%) by Players/Manufacturers  
Figure 2017 China Potentiometer Revenue Market Share (%) by Players/Manufacturers  
Table China Market Potentiometer Average Price of Key Players/Manufacturers (2012-2017)  
Figure China Market Potentiometer Average Price of Key Players/Manufacturers in 2016  
Figure China Potentiometer Market Share of Top 3 Players/Manufacturers  
Figure China Potentiometer Market Share of Top 5 Players/Manufacturers  
Table China Players/Manufacturers Potentiometer Manufacturing Base Distribution and Sales Area  
Table China Players/Manufacturers Potentiometer Product Category  
Table China Potentiometer Sales (K Units) by Regions (2012-2017)  
Table China Potentiometer Sales Share (%) by Regions (2012-2017)  
Figure China Potentiometer Sales Share (%) by Regions (2012-2017)  
Figure China Potentiometer Sales Market Share (%) by Regions in 2016  
Table China Potentiometer Revenue (Million USD) and Market Share by Regions (2012-2017)  
Table China Potentiometer Revenue Market Share (%) by Regions (2012-2017)  
Figure China Potentiometer Revenue Market Share (%) by Regions (2012-2017)  
Figure China Potentiometer Revenue Market Share (%) by Regions in 2016  
Table China Potentiometer Price (USD/Unit) by Regions (2012-2017)  
Table China Potentiometer Sales (K Units) by Type (2012-2017)  
Table China Potentiometer Sales Share (%) by Type (2012-2017)  
Figure China Potentiometer Sales Share (%) by Type (2012-2017)  
Figure China Potentiometer Sales Market Share (%) by Type in 2016  
Table China Potentiometer Revenue (Million USD) and Market Share by Type (2012-2017)  
Table China Potentiometer Revenue Market Share (%) by Type (2012-2017)  
Figure Revenue Market Share of Potentiometer by Type (2012-2017)  
Figure Revenue Market Share of Potentiometer by Type in 2016  
Table China Potentiometer Price (USD/Unit) by Types (2012-2017)  
Figure China Potentiometer Sales Growth Rate (%) by Type (2012-2017)

Table China Potentiometer Sales (K Units) by Applications (2012-2017)  
Table China Potentiometer Sales Market Share (%) by Applications (2012-2017)  
Figure China Potentiometer Sales Market Share (%) by Application (2012-2017)  
Figure China Potentiometer Sales Market Share (%) by Application in 2016  
Table China Potentiometer Sales Growth Rate (%) by Application (2012-2017)  
Figure China Potentiometer Sales Growth Rate (%) by Application (2012-2017)  
Table TOCOS Potentiometer Basic Information List  
Table TOCOS Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure TOCOS Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure TOCOS Potentiometer Sales Market Share (%) in China (2012-2017)  
Figure TOCOS Potentiometer Revenue Market Share (%) in China (2012-2017)  
Table ALPS Potentiometer Basic Information List  
Table ALPS Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure ALPS Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure ALPS Potentiometer Sales Market Share (%) in China (2012-2017)  
Figure ALPS Potentiometer Revenue Market Share (%) in China (2012-2017)  
Table ABB Potentiometer Basic Information List  
Table ABB Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure ABB Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure ABB Potentiometer Sales Market Share (%) in China (2012-2017)  
Figure ABB Potentiometer Revenue Market Share (%) in China (2012-2017)  
Table Siemens Potentiometer Basic Information List  
Table Siemens Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Siemens Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Siemens Potentiometer Sales Market Share (%) in China (2012-2017)  
Figure Siemens Potentiometer Revenue Market Share (%) in China (2012-2017)  
Table Panasonic Potentiometer Basic Information List  
Table Panasonic Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Panasonic Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Panasonic Potentiometer Sales Market Share (%) in China (2012-2017)  
Figure Panasonic Potentiometer Revenue Market Share (%) in China (2012-2017)  
Table Song Huei Potentiometer Basic Information List  
Table Song Huei Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Song Huei Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Song Huei Potentiometer Sales Market Share (%) in China (2012-2017)

Figure Song Huei Potentiometer Revenue Market Share (%) in China (2012-2017)

Table BOURNS Potentiometer Basic Information List

Table BOURNS Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure BOURNS Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)

Figure BOURNS Potentiometer Sales Market Share (%) in China (2012-2017)

Figure BOURNS Potentiometer Revenue Market Share (%) in China (2012-2017)

Table CTS Corporation Potentiometer Basic Information List

Table CTS Corporation Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure CTS Corporation Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)

Figure CTS Corporation Potentiometer Sales Market Share (%) in China (2012-2017)

Figure CTS Corporation Potentiometer Revenue Market Share (%) in China (2012-2017)

Table NOBLE Potentiometer Basic Information List

Table NOBLE Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure NOBLE Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)

Figure NOBLE Potentiometer Sales Market Share (%) in China (2012-2017)

Figure NOBLE Potentiometer Revenue Market Share (%) in China (2012-2017)

Table TT Electronics Potentiometer Basic Information List

Table TT Electronics Potentiometer Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure TT Electronics Potentiometer Sales (K Units) and Growth Rate (%) (2012-2017)

Figure TT Electronics Potentiometer Sales Market Share (%) in China (2012-2017)

Figure TT Electronics Potentiometer Revenue Market Share (%) in China (2012-2017)

Table Taiwan Alpha Electronic Co., Ltd. Potentiometer Basic Information List

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Potentiometer

Figure Manufacturing Process Analysis of Potentiometer

Figure Potentiometer Industrial Chain Analysis

Table Raw Materials Sources of Potentiometer Major Players/Manufacturers in 2016

Table Major Buyers of Potentiometer

Table Distributors/Traders List

Figure China Potentiometer Sales (K Units) and Growth Rate (%) Forecast (2017-2022)

Figure China Potentiometer Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure China Potentiometer Price (USD/Unit) Trend Forecast (2017-2022)

Table China Potentiometer Sales (K Units) Forecast by Type (2017-2022)

Figure China Potentiometer Sales (K Units) Forecast by Type (2017-2022)

Figure China Potentiometer Sales Volume Market Share Forecast by Type in 2022

Table China Potentiometer Sales (K Units) Forecast by Application (2017-2022)

Figure China Potentiometer Sales Volume Market Share Forecast by Application (2017-2022)

Figure China Potentiometer Sales Volume Market Share Forecast by Application in 2022

Table China Potentiometer Sales (K Units) Forecast by Regions (2017-2022)

Table China Potentiometer Sales Volume Share Forecast by Regions (2017-2022)

Figure China Potentiometer Sales Volume Share Forecast by Regions (2017-2022)

Figure China Potentiometer Sales Volume Share Forecast by Regions in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: China Potentiometer Market Research Report 2018

Product link: <https://marketpublishers.com/r/C2EBDDE3650EN.html>

Price: US\$ 3,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C2EBDDE3650EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970