

Global and China Elevator Industry Report, 2015

<https://marketpublishers.com/r/G3D1D9C9576EN.html>

Date: June 2015

Pages: 110

Price: US\$ 2,500.00 (Single User License)

ID: G3D1D9C9576EN

Abstracts

The Chinese elevator market has been characterized by the followings since 2014:

New elevator output sustained growth momentum but at a slower pace. In 2014, China's elevator output exceeded 700,000 sets, up about 12% from a year ago, compared with a year-on-year growth rate of 18% in 2013. In spite of some impact on elevator market caused by the country's macro-control on real property, the implementation of new-style urbanization policies, large-scale construction of indemnificatory housing and rapid development of public transportation in medium and large cities in China slowed the decline of elevator sales in commercial housing market to a certain extent.

As domestic elevator companies accelerated their presence in service (repair & maintenance) business, the share of service revenue continued to rise. Competition in domestic elevator industry is now shifting from technology and sales to network and follow-up services. This can be confirmed by elevator companies' proportion of service revenue. Shenyang Brilliant Elevator finds the highest share, reaching 20.1% in 2014 compared with merely 9.1% in 2010; Canny Elevator raised the proportion from 3.7% in 2010 to 8.5% in 2014, and had established 32 branch companies by the end of 2014, 22 of which had obtained the qualification for elevator service.

Elevator exports increased continuously. Domestic elevator companies will benefit from the strategy of "One Belt and One Road", further expanding export scale. China's export of elevators and escalators amounted to 68,900 sets in 2014, presenting a CAGR of 13.1% during 2007-2014. The figures for the first quarter of 2015 were 16,793 sets, up 12.91% from a year ago.

Since 2014, while consolidating their primary businesses, Chinese elevator companies have been extending to robot/intelligent equipment/industry 4.0 fields.

Global and China Elevator Industry Report, 2015 highlights the followings:

Market size, new elevator sales volume, service market, competitive landscape and development mode of global elevator industry;

Competitive landscape of China elevator industry, including business layout of foreign brands in China and competition between foreign and domestic brands;

Supply structure, new elevator output and service market of China elevator industry;

Demand structure, demand and main influencing factors of China elevator industry;

Value, volume and prices of imported and exported elevators in China;

Product output and sales volume, operation, main projects and orders of 7 global and 8 Chinese elevator manufacturers;

Development trend, output and export volume forecast of China elevator industry.

Contents

PREFACE

1 OVERVIEW OF ELEVATOR INDUSTRY

- 1.1 Overview
- 1.2 Policy Environment

2 DEVELOPMENT OF GLOBAL ELEVATOR INDUSTRY

- 2.1 Industry Scale
- 2.2 New Elevator Market
- 2.3 Service Market
- 2.4 Competitive Landscape
- 2.5 Development Mode
 - 2.5.1 Two Modes
 - 2.5.2 Business Development in Asia Pacific
 - 2.5.3 Global Expansion
- 2.6 Development Forecast

3 COMPETITIVE LANDSCAPE OF CHINA ELEVATOR INDUSTRY

- 3.1 Development of Foreign Elevator Brands in China
- 3.2 Market Competition
 - 3.2.1 Number of Enterprises
 - 3.2.2 Competition between Foreign and Domestic Brands
 - 3.2.3 Competition among Foreign Brands
 - 3.2.4 Competition among Domestic Brands
- 3.3 Development of Enterprise
 - 3.3.1 Development Mode
 - 3.3.2 Profitability
 - 3.3.3 Accelerating Transformation to Robot/Intelligent Equipment/Industry 4.0

4 SUPPLY OF CHINA ELEVATOR INDUSTRY

- 4.1 Product Structure
- 4.2 Industry Scale
- 4.3 New Elevator Market

4.4 Service Market

4.4.1 Development Status

4.4.2 Market Scale

4.4.3 Layout of Major Enterprises in Service Market

5 DEMAND OF CHINA ELEVATOR INDUSTRY

5.1 Downstream Demand Structure

5.2 Demand Composition

5.3 Sales Volume

5.4 Influencing Factors

5.4.1 Real Estate Sector

5.4.2 Urbanization and Aging Population

5.4.3 Renewal and Upgrading of Old Elevators

5.5 Government Procurement

6 IMPORT AND EXPORT OF CHINA ELEVATOR INDUSTRY

6.1 Import and Export Volume

6.2 Import and Export Value

6.3 Import and Export Price

6.3.1 Passenger Elevator

6.3.2 Escalator and Moving Sidewalk

7. KEY ELEVATOR COMPANIES WORLDWIDE

7.1 Otis

7.1.1 Profile

7.1.2 Operation

7.1.3 Orders

7.1.4 Development in China

7.1.5 Orders in China

7.1.6 Xizi Otis

7.2 Hitachi

7.2.1 Profile

7.2.2 Operation

7.2.3 Elevator Business

7.2.4 Elevator Business in China

7.2.5 Elevator Orders in China

7.3 KONE

7.3.1 Profile

7.3.2 Operation

7.3.3 Revenue Structure

7.3.4 Performance Forecast

7.3.5 Development in China

7.3.6 Elevator Orders in China

7.3.7 GiantKONE

7.4 Schindler

7.4.1 Profile

7.4.2 Development History

7.4.3 Operation

7.4.4 Schindler in China

7.4.5 Orders in China

7.4.6 XJ Schindler

7.5 Thyssen Krupp

7.5.1 Profile

7.5.2 Elevator Business

7.5.3 Development in China

7.5.4 Orders in China

7.6 Toshiba

7.6.1 Profile

7.6.2 Operation

7.6.3 Elevator Business

7.6.4 Performance Forecast

7.6.5 Elevator Business in China

7.7 Fujitec

7.7.1 Profile

7.7.2 Development History

7.7.3 Operation

7.7.4 Development in China

7.7.5 Orders in China

7.7.6 Mid-Term Management Plan

8 KEY ELEVATOR COMPANIES IN CHINA

8.1 Shanghai Mitsubishi Elevator Co., Ltd

8.1.1 Profile

8.1.2 Output and Sales Volume

- 8.1.3 Operation
- 8.1.4 Orders
- 8.1.5 Projects
- 8.1.6 SOE Reform
- 8.1.7 Layout in Intelligent Equipment
- 8.1.8 Performance Forecast
- 8.2 Guangzhou Guangri Stock Co., Ltd.
 - 8.2.1 Profile
 - 8.2.2 Operation
 - 8.2.3 Revenue Structure
 - 8.2.4 Gross Margin
 - 8.2.5 Competitive Advantage
 - 8.2.6 Subsidiaries and Joint-stock Companies
 - 8.2.7 Elevator Business
 - 8.2.8 Acquisition of 40% Stake in Guangzhou Songxing Electrical Co., Ltd.
 - 8.2.9 Industrial Chain Layout
 - 8.2.10 Performance Forecast
- 8.3 Canny Elevator Co., Ltd.
 - 8.3.1 Profile
 - 8.3.2 Output and Sales Volume
 - 8.3.3 Operation
 - 8.3.4 Revenue Structure
 - 8.3.5 Gross Margin
 - 8.3.6 R&D and Investment
 - 8.3.7 Orders for Elevator
 - 8.3.8 Marketing Mode
 - 8.3.9 Marching into Service Robot Business
 - 8.3.10 Performance Forecast
- 8.4 SJEC Corporation
 - 8.4.1 Profile
 - 8.4.2 Output and Sales Volume
 - 8.4.3 Operation
 - 8.4.4 Revenue Structure
 - 8.4.5 Gross Margin
 - 8.4.6 R&D and Investment
 - 8.4.7 Orders for Elevator
 - 8.4.8 Development Plan
 - 8.4.9 Performance Forecast
- 8.5 Shenyang Brilliant Elevator Co., Ltd.

- 8.5.1 Profile
- 8.5.2 Output and Sales Volume
- 8.5.3 Operation
- 8.5.4 Revenue Structure
- 8.5.5 Gross Margin
- 8.5.6 R&D and Investment
- 8.5.7 Competitive Advantage
- 8.5.8 Transformation to High-end Intelligent Equipment
- 8.5.9 Performance Forecast
- 8.6 Shenlong Elevator Co., Ltd.
 - 8.6.1 Profile
 - 8.6.2 Output and Sales Volume
 - 8.6.3 Operation
 - 8.6.4 Revenue Structure
 - 8.6.5 Gross Margin
 - 8.6.6 Clients and Suppliers
 - 8.6.7 Orders for Elevator
 - 8.6.8 R&D and Investment
 - 8.6.9 Strengths and Weaknesses
 - 8.6.10 Development Goal
- 8.7 Dongnan Elevator Co., Ltd.
 - 8.7.1 Profile
 - 8.7.2 Cooperation
- 8.8 Hangzhou Xinma Elevator Co., Ltd

9 SUMMARY AND DEVELOPMENT FORECAST OF CHINESE ELEVATOR MARKET

- 9.1 Summary
- 9.2 Development Forecast
 - 9.2.1 Trend
 - 9.2.2 Output
 - 9.2.3 Exports

Selected Charts

SELECTED CHARTS

Classification of Elevator Products

Main Components of Elevator

Laws and Regulations on China Elevator Industry

Policies Concerning China Elevator Industry

Elevator Testing Tower Projects of Major Elevator Companies in China

Global Elevator Industry Scale Structure, 2014

Global Elevator Sales Volume, 2010-2014

Global Elevator Sales Volume (by Region), 2010-2014

Proportion of Service Sales to Total Sales of KONE, 2005-2015

Global Elevators in Operation, 2013-2014

Global Elevator Market Share, 2014

Revenue and YoY Growth of KONE, 1986-2014

Revenue and YoY Growth of Schindler, 1987-2014

Proportion of Overseas Revenue of Major Global Elevator Companies, 2008-2014

Share of Sales of KONE in China to Total Sales, 2014-2015

M&As of KONE and Their Impact

M&As of Schindler

Global Elevator Sales Volume, 2015E

Sales Volume of New Elevators in BRIC Countries and the Rest of World, 2004-2020E

Layout of Eight Foreign Elevator Brands in China

Number of Elevator, Escalator and Lift Manufacturing Enterprises in China, 2012-2015

Market Share of Foreign and Domestic Brands in Chinese Elevator Market, 2014

Competitive Landscape of Chinese Elevator Market, 2014

Comparison of Layout in High-Speed Elevator Field between Domestic Elevator Enterprises and International Elevator Giants

Market Share of Foreign Brands in China, 2014

Layout of Foreign Elevator Brands in China, 2011-2014

Market Share of Domestic Elevator Brands in China, 2013

Major Listed Chinese Elevator Companies' Revenue and YoY Growth, 2014-2015

Major Listed Chinese Elevator Companies' Net Income and YoY Growth, 2014-2015

Major Listed Chinese Elevator Companies' Revenue from Service Segment and YoY Growth, 2014

Transformation of Chinese Elevator Enterprises

Elevator Product Structure

Market Share of Medium and Low Speed Elevator in China, 2005-2014

Operating Revenue and Total Profit of Elevator, Escalator and Lift Manufacturing Industry in China, 2012-2015

Elevator Output and YoY Growth Rate in China, 1983-2014

Elevator Output and Sales Volume of Major Listed Chinese Elevator Companies, 2014

Chinese Elevator Service Market Share, 2014

Service Revenue Percentage of Major Local Elevator Companies in China, 2010-2014

Per Capita Elevator Ownership in Major Countries (Cities) Worldwide

China's Elevator Ownership, 2000-2014

China's Elevator Service Market Capacity, 2014-2017E

Elevator Application Structure

Elevator Consumer Market Composition

Elevator Market Segments' Driver

Consumption Structure in Global and Chinese Elevator Markets, 2014

China's Elevator Sales Volume, 1999-2013

Real Estate Investment and YoY Growth Rate in China, 1997-2015

YoY Growth Rate of New Housing Construction Area and Elevator Output in China, 2001-2014

Disposition Density of Elevator in China, 2000-2014

Urbanization Rate in China, 1970-2014

Characteristics of Demand for Elevator under New-type Urbanization

Proportion of Population Aged 65 and above to Total Population in China, 2002-2014

Elevator Renovation and Transformation Demand in China, 2010-2024E

Government Procurement Amount for Elevator in China, 2010-2014

Import and Export Volume of Elevator and Escalator in China, 2007-2015

Import and Export Value of Elevator and Escalator in China, 2007-2015

Average Import/Export Price of Passenger Elevator in China, 2010-2014

Average Import/Export Price of Escalator and Moving Sidewalk in China, 2010-2014

Introduction of Otis

Global Business Distribution of Otis

Development History of Otis' Elevators

Key Financial Indexes of Otis, 2011-2015

Main Orders of Otis Worldwide

Expansion of Otis in China

Main Elevator Orders of Otis in China, 2009-2015

Marketing Network of Xizi Otis

Main Elevator Orders of Xizi Otis, 2011-2015

Key Financial Indexes of Hitachi, FY2009-FY2013

Key Financial Indexes of Hitachi, FY2014

Revenue and Operating Income Structure of Hitachi (by Business), FY2013-FY2014

Revenue Structure of Hitachi (by Region), FY2009-FY2013
Revenue Structure of Hitachi (by Region), FY2014
Revenue and Operating Income of Hitachi's Social Infrastructure & Industrial Systems Business, FY2014
Development History of Elevator Business of Hitachi
Major Elevator Orders of Hitachi, 2014-2015
Equity Structure of Hitachi Elevator (China)
Major Elevator Production Bases of Hitachi China
Revenue and Net Income Breakdown of Hitachi Elevator (China), 2011-2014
Main Elevator Orders of Hitachi in China
Global Operations of KONE
Key Financial Indexes of KONE, 2014-2015
Revenue Structure of KONE, 2015Q1
Revenue Structure of KONE (by Region), 2005-2014
Revenue Structure of KONE (by Business), 2005-2014
Operating Business Forecast of KONE, 2015
Subsidiaries of Kone in China
Development History of KONE in China
Business Distribution of KONE in China
Product Structure of KONE and GiantKONE
Financial Data of KONE in China, 2014-2015
Elevator Orders of Kone in China, 2014-2015
Development History of GiantKONE
Development History of Schindler
Key Financial Indexes of Schindler, 2014-2015
Key Financial Indexes of Schindler, 2010-2014
Revenue and Order Backlog of Schindler (by Region), 2005-2014
Business Distribution of Schindler in China
Development History of Schindler in China
Elevator Orders of Schindler in China, 2014
Main Business Indicators of XJ Schindler, 2010-2013
Main Business Indicators of ThyssenKrupp, FY2014-FY2015
Business Indicators of ThyssenKrupp (by Business), FY2014-FY2015
Elevator Sales of ThyssenKrupp, FY2007-FY2015
Key Financial Data on Elevator Business of ThyssenKrupp, FY2014-FY2015
Business Distribution of ThyssenKrupp in China
Development History of ThyssenKrupp Elevator (China)
Elevator Brands of ThyssenKrupp Operated in India and China
Major Elevator Orders of ThyssenKrupp in China

Main Financial Indexes of Toshiba, FY 2013-FY 2014
Net Sales and Operating Income Structure of Toshiba (by Business), FY2013-FY2014
Net Sales Structure of Toshiba (by Region), FY2014Q1-Q3
Development History of Toshiba's Elevator Business
Net Sales and Operating Income of Toshiba's Community Solutions Business, FY2012-FY2014
Performance Forecast of Toshiba, FY2013-FY2016
Elevator Business of Toshiba in China
Global Business Distribution of Fujitec
Development History of Fujitec
Key Financial Indexes of Fujitec, FY2009-FY2014
Key Operating Indexes of Fujitec in East Asia, FY2009-FY2013
Layout of Fujitec in China
Production Bases of Fujitec Elevator (China)
Huasheng Fujitec Elevator's Share of Fujitec's Total Net Sales, FY2010-FY2013
Marketing Network of Fujitec in China
Main Orders of Fujitec in China (by Mar 31, 2014)
Fujitec's Elevator Bidding in Beijing Subway Projects
Revised Financial Indexes of Fujitec for FY2015
Sales Volume of Shanghai Mitsubishi Elevator, 2002-2013
Cumulative Sales Volume of Shanghai Mitsubishi Elevator, 1987-2014
Revenue and Net Income of Shanghai Mitsubishi Elevator, 2009-2014
Service Revenue and Its Share of Total Revenue of Shanghai Mitsubishi Elevator, 2012-2014
Gross Margin of Elevator and Escalator of Shanghai Mitsubishi Elevator, 2008-2014
Typical Application Projects of Shanghai Mitsubishi Elevator
Major Projects of Shanghai Mitsubishi Elevator
Policies on SOE Reform in Shanghai
Revenue and Net Income of Shanghai Mitsubishi Elevator, 2015-2018E
Revenue and Net Income of Guangzhou Guangri Stock, 2010-2015
Operating Revenue Breakdown of Guangzhou Guangri Stock (by Business), 2013-2014
Operating Revenue Breakdown of Guangzhou Guangri Stock (by Region), 2013-2014
Gross Margin of Guangzhou Guangri Stock, 2013-2014
Operating Indicators of Main Subsidiaries and Joint-stock Companies of Guangzhou Guangri Stock, 2014
Layout in Industry 4.0 Intelligence Platform of Guangzhou Guangri Stock
Industrial Chain Layout of Guangzhou Guangri Stock
Revenue and Net Income of Guangzhou Guangri Stock, 2015-2018E
Elevator Output, Sales Volume and Inventory of Canny Elevator, 2011-2014

Revenue and Net Income of Canny Elevator, 2009-2015
Revenue Structure of Canny Elevator (by Product), 2010-2014
Revenue Structure of Canny Elevator (by Region), 2010-2014
Gross Margin of Canny Elevator, 2008-2014
R&D Costs and % of Total Revenue of Canny Elevator, 2009-2014
Main Elevator Orders of Canny Elevator, 2006-2015
Large Winning Projects of Canny Elevator in Overseas Markets, 2013-2014
Main Financial Indexes of UNISROBO, 2013-2014
Revenue and Net Income of Canny Elevator, 2015-2018E
Elevator Output, Sales Volume and Inventory of SJEC Corporation, 2012-2014
Revenue and Net Income of SJEC Corporation, 2009-2015
Revenue Structure of SJEC Corporation (by Business), 2010-2014
Revenue Structure of SJEC Corporation (by Region), 2009-2014
Gross Margin of SJEC Corporation, 2008-2014
R&D Costs and % of Total Revenue of SJEC Corporation, 2008-2014
Order Amount in Hand of SJEC Corporation, 2013-2015
Revenue and Net Income of SJEC Corporation, 2015-2018E
Output, Sales and Inventory of Shenyang Brilliant Elevator, 2009-2014
Revenue and Net Income of Shenyang Brilliant Elevator, 2009-2015
Revenue Structure of Shenyang Brilliant Elevator (by Product), 2009-2014
Revenue Structure of Shenyang Brilliant Elevator (by Region), 2009-2014
Revenue Structure of Shenyang Brilliant Elevator (by Region), 2014
Gross Margin of Shenyang Brilliant Elevator, 2009-2014
R&D Costs and % of Total Revenue of Shenyang Brilliant Elevator, 2009-2014
Comparison of Direct Sales and Distribution in China Elevator Industry
Revenue and Net Income of Shenyang Brilliant Elevator, 2015-2018E
Output and Sales Volume of Shenlong Elevator, 2011-2013
Sales Volume of Shenlong Elevator (by Product), 2011-2013
Average Selling Prices of Shenlong Elevator's Products, 2011-2013
Revenue and Net Income of Shenlong Elevator, 2011-2013
Operating Revenue Structure of Shenlong Elevator (by Product), 2011-2013
Revenue Structure of Shenlong Elevator (by Region), 2011-2013
Gross Margin of Shenlong Elevator, 2011-2013
Shenlong Elevator's Revenue from Top5 Clients and % of Total Revenue, 2013
Shenlong Elevator's Procurement from Top5 Suppliers and % of Total Procurement, 2013
Major Elevator Orders of Shenlong Elevator, 2013
R&D Costs and % of Total Revenue of Shenlong Elevator, 2011-2013
Projects of Shenlong Elevator with Funds Raised

New Capacity of Projects of Shenlong Elevator with Funds Raised
Development History of Dongnan Elevator
Application Cases of Special Elevators of Dongnan Elevator
Marketing Network of Dongnan Elevator in China
Elevator Output, Sales Volume and Ownership in China, 2001-2014
Urbanization Rate and Per Capita GDP in the World's Major Countries
China's Elevator Output, 2015-2018E
Map of "One Belt and One Road"
Export Volume of Elevator and Escalator in China, 2015-2018E

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