

Research Report of Investment in China's Tire Industry, 2009

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Abstracts

China has been the big producing country of tire in the world, the yields and exports standing in the front ranks in the world. The center of global tire manufacture is shifting to Asian market led by China. In 2008, the yields of Chinese tire were about 0.35 billion, with a YOY growth of 6%. The yields of the meridian tire were 0.26 billion, with a YOY growth of 13%. The outbreaks of international financial crisis in 2008 stoke the tire industry, especially the contraction of automobile market in Europe and America. Chinese tire industry, massively depending on export, was influenced. The export volumes decreased sharply.

Tens of years ago, the international tire tycoons got into China successively. They regarded China as one of their production bases because of the low production cost. The advantages of immense market demands and low costs in China attracted the international tire investment. At present, the development of foreign funded enterprises in China is not only in the form of joint venture, but proprietorship and the purchase of new projects. At the moment, half of Chinese tire market is held by foreign funded enterprises. The foreign funded enterprises occupy the domestic high-end market. Compared with the domestic companies with less than 10% in profit, the profit of some foreign funded tycoons is more than 20%, twice the domestic enterprises.

Meanwhile, the foreign funded tycoons have more capitals. They can develop the direct sales model, directly face the customers in the retail shop. Therefore, they can earn the service profit in the tire market. However, the local enterprises lose the service growth point because of the shortage of capital and the adoption of agents.

Some foreign funded enterprises compete directly with local enterprises by means of the promotion of production scale and low product price, even holding the line with

home enterprises. Although Chinese tire industry still faces serious challenges in 2009, there are also development opportunities for Chinese tire industry. First, the demands for automobile in Chinese domestic market grow quickly. The yields of Chinese automobile in 2008 were about nine million three hundred and forty-five thousand, with a YOY growth of 5.2%, ranking second after USA. The sales of Chinese automobile in 2008 were 9.3805 million, increasing 6.7%. The retain number of Chinese automobile in 2008 was about 50 million. Second, in recent years, the international automobile manufacturers began to buy auto parts in China. The competition advantage of cost in Chinese tire industry strengthen gradually.

The author spent three months to investigate Chinese Tire Industry and its related industries and finished this report with abundant valuable second-hand information.

Readers can obtain more following information:

- Supplies and Demands of Chinese Tire Industry
- Sub-sector Situations of Chinese Tire Industry
- Competition of Chinese Tire Industry
- Related Industries of Chinese Tire Industry
- Major Foreign Funded Enterprises of Chinese Tire Market
- Major Local Enterprises of Chinese Tire Industry
- Influences of Financial Crisis on Chinese Tire Industry
- Investment Opportunities of Chinese Tire Industry
- Mergers and Acquisitions of Chinese Tire Industry

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