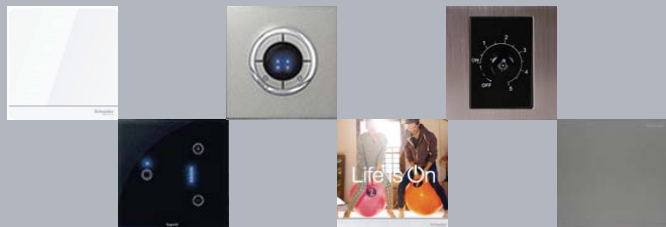


2017 CHINA WALL SWITCH AND SOCKET MARKET REPORT



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PREFACE

The WSS market has experienced some serious ups and downs in 2015 and 2016 as the Chinese economy tries to find a way to strike a balance between reaching economic targets while maintaining sustainable growth. Despite these shaky conditions, WSS suppliers have been upping the ante with many new product launches, fashionable designs, new materials and features, with international brands leading in the race for innovation. These new developments, along with the disruptive presence of intelligent systems, have shaken up the high end WSS market and the way that consumers engage with the products.

In this atmosphere of change and disruption, fierce competition has erupted in the WSS industry, and smaller, weaker suppliers have fallen by the wayside as the large suppliers consolidate their positions in the market and increase their market shares. As consumers begin engaging more in WSS products and allocate more budgets for these once utilitarian devices, suppliers must devise a sales and marketing strategy that is both comprehensive and deep in order to survive in this increasingly competitive market.

In the middle of this tumultuous period in the WSS industry, a fast-rising star has risen in the form of Bull, a well-known name in the electrical extension socket industry. Exhibiting an unheard of growth rate of 50% CAGR for the past 2 years, they have taken the WSS market by storm and have built an extensive sales network across the country through a well-coordinated and well-funded campaign.

To learn more about how the WSS market is changing, the trends that are guiding the market and how superstars such as Bull have achieved their success, there is no better report to read over than the “2017 China Wall Switch and Socket Market Report”.

COMPANY INTRODUCTION

Green Industry Market Research Company Ltd. (GIM Research) is a market research agency that specializes in conducting independent and exclusive studies focusing on the building efficiency and new energy sectors, and offers a comprehensive range of market research services to clients across the globe.

Established by a dedicated group of market consultants, GIM Research offers over many years of combined experience in the building efficiency and new energy sectors, and their personal network of researchers, consultants and insiders reinforces the strength and accuracy of all of our syndicated reports. The team at GIM research strives to give our clients the most precise

and clearest evaluation of the market, and has the willingness and the know-how to guide them towards achieving success in the market.

2017 China Wall Switch & Socket Market Report

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