



2018

China Home Ventilation Market Report

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PREFACE

China's home ventilation market has been developing rapidly since the air pollution crises of 2015 began driving strong market demand from both the project and retail sectors. This emerging market is still in the early stages of development, but great potential for development lies just beyond the horizon for those who are armed with the insights contained within GIM Research's 2018 China Home Ventilation Report.

Despite the undeniably increasing awareness of air quality and health concerns being voiced by Chinese consumers, the home ventilation market is surprisingly being driven mostly by residential property developers, and leading home ventilation suppliers are focusing their efforts on securing sales from this critical segment. On top of this, trends in residential housing construction are being driven by government initiatives, which are already impacting the way suppliers market and sell ventilation products in China. Meanwhile, Chinese citizens are demanding better indoor air quality in public spaces as well, driving demand in commercial buildings. Although there are several famous brands and dozens of lesser known brands, the future potential of the ventilation market and the lack of a clear dominant leader is drawing in scores of new competitors and new product launches, creating a free-for-all atmosphere where the winner could be a newcomer.

To learn more about how the China home ventilation market is changing, the trends that are guiding the market and how key suppliers compete in this market, there is no better report to read over than the 2018 China Home Ventilation Market Report.

Please view the TOC of the report, If you want to learn more about this report or our company, please email us at peter.deng@gimresearch.com or visit our website at www.gimresearch.com or make a phone call at 0086 18601269599 for any support.

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.

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1 MARKET DEFINITIONS

1.1 RESEARCH METHODOLOGY AND MARKET DEFINITIONS

The methodology of this study relies on tracking manufacturer sales to distributors or value-added contractors, thus the market size is therefore defined by the first point of sale. Market size is calculated by adding the sales revenues of suppliers, excluding 17.5% VAT. Our definition of market size does not take into account any value added by distributors or contractors, because this can vary case by case and is consequently very difficult to calculate.

Additionally, our market size figures include OEM or ODM products sold in the market. OEM or ODM products, are quite common in terms of product manufacturing models on the open market. Various small-scale brands or new brands produce their own branded products through large local existing manufacturers who usually also have their own brands. These products produced by large manufacturers are not double counted in this market.

1.2 DEFINITION OF HOME VENTILATION MARKET AND PRODUCTS

Home Ventilation Market: the home ventilation market refers to ventilation products installed in residential housing and light commercial buildings. Large capacity products for the central plant air conditioning systems used in large sized commercial buildings are not included.

Product Range: the major components of a ventilation system include heat recovery unit, air filter, fan coil, tubes, control panel and other accessories, and are defined in this report as having an air flow specification below 1,000 cbm/hr.

Special Note:

i. Exchange Rate:

The value of the USD strengthened from 1 USD/6.6401 RMB in 2016 to 1 USD/6.7547 RMB in 2017, so growth rates have appreciated by 1.7% due to exchange rate fluctuations.

1.3 STUDY METHODOLOGY

The methodology of this study relies on tracking manufacturer sales to distributors and value added contractors, thus the market size is defined by the first point of sales in the market. The market size is calculated by adding the sales revenue of suppliers, excluding 17.5% VAT. This definition of market size does not take into account any value added by distributors and contractors, since this varies case by case and is subsequently impractical to calculate.

1.4 STUDY SCOPE

This report is based on market information and data derived from in-depth interviews (IDI) with over 10 key market suppliers including Honeywell, Panasonic, Daikin, Aldes, Broan, Zehnder, Nather, Broad, Dreammaker, Sangebaba, and other industry insiders.