

新业视点咨询公司

Green Industry Market Research Company Ltd

# STRUCTURE CABLING

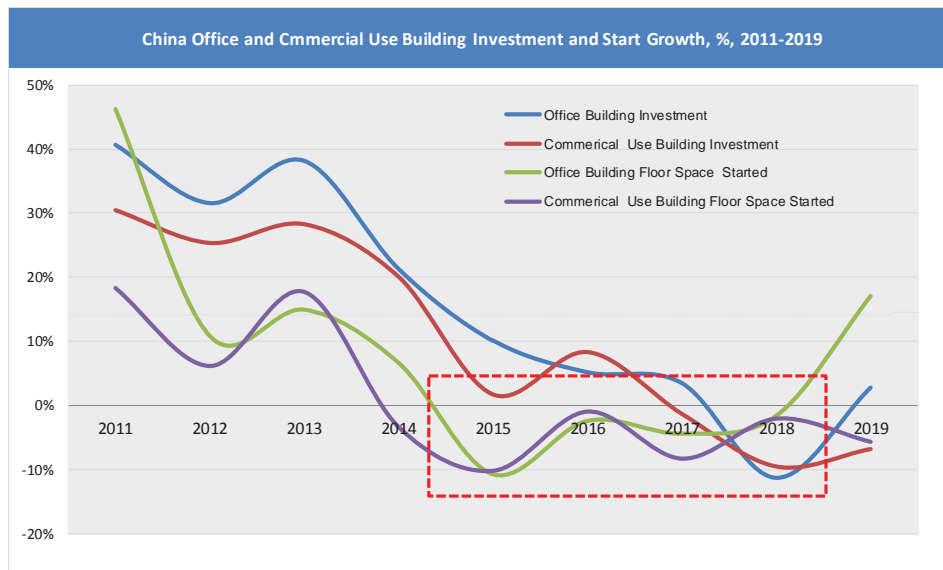
MARKET REPORT-CHINA

# 2020



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## Office and Commercial Use Building Investment and Construction Start Growth



Source: NBS and GIM Research

Several years of troubling growth figures in the amount of office and commercial building floor space started have been telegraphing an impending market decline, and in 2019, the specter of a market downturn became unavoidable reality. The total structure cabling market was valued at 700.7 million USD (4.8 billion RMB) and contracted by 6.5%. Accounting for RMB-USD exchange rate fluctuations in 2019, where the RMB depreciated 4.2%, real annual growth was estimated to be around -2.3%. This industry-wide slowdown was primarily due to decreasing demand from both the commercial building and data center (DC) segments, which were both hamstrung by the deceleration of the overall economy as well as uncertainty from the ongoing trade war with America.

This declining market demand spurred greater competition than ever before, with middle and low-end suppliers fighting particularly ferociously by undercutting each other left and right on price. In other foreboding news, Schneider Electric decided to wind down operations in China beginning in October 2019, sparking a huge market shake-up in the industry. After raising prices earlier in the year by a whopping 25% in an attempt to reverse their flagging financial fortunes, Schneider then resorted to massive lay-offs just to stay afloat. Which brand will fall next is anybody's guess, as there are many other suppliers facing similarly grim situations in this cut-throat market?

In terms of trends, OEM/ODM has become an increasingly popular model in the structure cabling industry and all suppliers, no matter their size or experience, have begun producing OEM/ODM products. This model has made the supply chain more and more transparent, resulting in some large end-users directly procuring products from manufacturers in recent years. This, in turn, has exacerbated pressure on the profitability of “traditional” suppliers, especially those of lower end products.

The circumstances in 2020 are shaping up to be even more dire, as the coronavirus crisis is sure to cast a long and dark shadow on the market. A huge market contraction in the first quarter is unquestionable, and the outlook for the remaining quarters is grim. In these dark times, GIM Research’s “2020 Structure Cabling Market Report” is more important to decision makers and executives now than ever before, as it will take accurate forecasts and insight to survive through the night long enough to see the light of market recovery in the future. This report takes a deep dive into the structure cabling market, providing the comprehensive data, analysis, and forecasts necessary to thrive in these challenging market conditions.

**2020**  
***China Structure Cabling***  
***Market Report***

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