# 2011 STRUCTURE CABLING MARKET REPORT—CHINA

Green Industry Market Research Company Ltd

新业视点咨询公司

Company Address: Level 7, Metropolis Tower, No. 2, Haidian East Three Street, Zhongguancun Xi Zone, Haidian District,Beijing, 100080, P.R. China
Tel: +86 10 6260 2426
Fax: +86 10 6260 2201
www.gimresearch.com

# PREFACE

After many extensive rounds of research, interview and analysis, GIM Research is proud to offer the latest “2011 China Structure Cabling Market Report”. This report offers elaborate insight on market size, current products, distribution channels, the lucrative data center cabling market, and competition for 2010 and offers perceptive market forecasts for 2011 and beyond.

Our figures and forecasts can be trusted as accurate and well-supported, thanks to the many in-depth interviews conducted in early 2011 with industry insiders from every sector of the industry, including suppliers, distributors, contractors and end users. In addition, GIM Research has been releasing annual structured cabling reports for the past few years, thus this report reflects not only the latest information on market conditions and developments, but also builds upon the plethora of valuable data collected for previous years’ reports.

Whether your company plans on entering the Chinese market or is already established in China, the “2011 China Structure Cabling Market Report” will equip your management team with the best data and analysis available so that your next big step in China is a successful one.

If you want to learn more about this report or our company, please email us at info@girmresearch.com or visit our website at www.gimresearch.com.

# 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 experiences 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.

# REPORT ABSTRACT

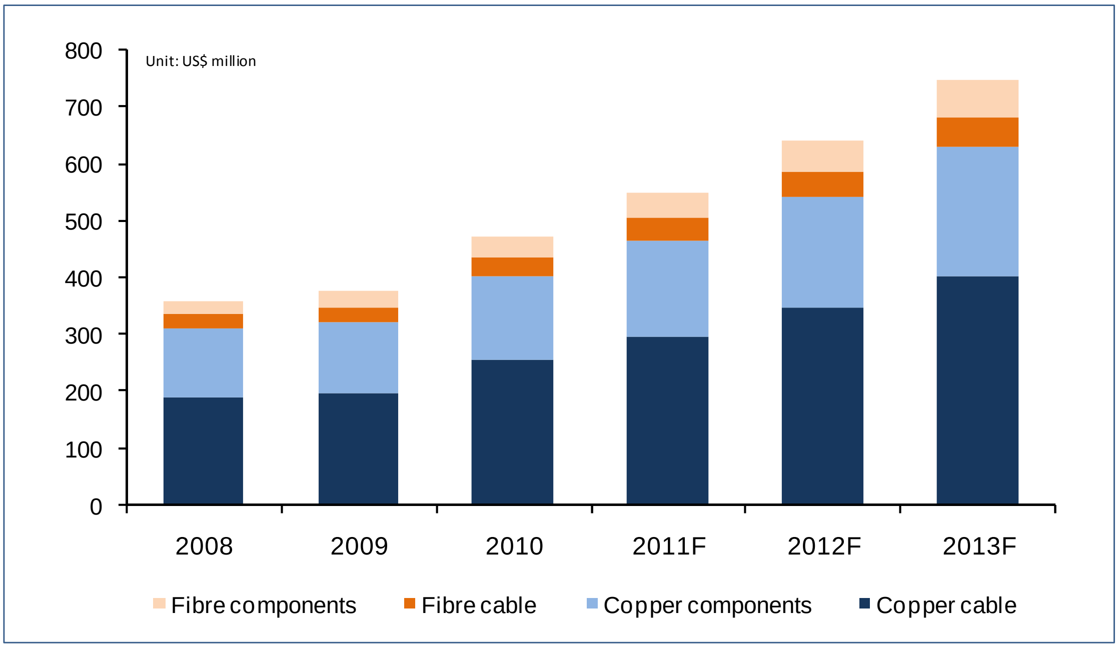
**Figure 1 Map of China**


Source: www.cia.gov

Due in part to an enormous stimulus package and adept fiscal policy, the Chinese economy as a whole is showing healthy signs of recovery from the precarious condition caused by the global financial crisis, yet despite these positive signs, the economy still faces the threat of runaway inflation, as 2010 saw inflation figures rise to record highs. Because of these circumstances, the government will be expected to rein in its loose monetary policy and overall economic growth can be expected to cool down.

The structured cabling market made a resounding comeback after 2009's lackluster performance, and despite the government's downshifting of overall economic growth, is set to see even higher growth and sales figures for the next year. In 2010, the industry posted an annual growth rate of 25.5% (compared to 2009's 5.5%) and was valued at 474 million USD, even when accounting for the appreciation of the RMB against the USD. This pace of growth substantially exceeded our estimates in last year's report, which estimated growth at around 10%.

**Figure 2: Total structured cabling market by value 2008-2013**




Source: GIM Research

As for specific industry sectors, the copper cable and connectivity market still dominated in terms of volume but witnessed only modest growth figures when compared to fiber. The fiber market on the other hand, showed much stronger growth in percentage terms, thanks to China's insatiable hunger for large-scale data centers in 2010.

Data centers have become an area of substantial growth and opportunity, due to the rapid and sustained development of IT infrastructure in a wide range of sectors, and will be the market segment to watch in 2011. The unique networking needs of data centers have furthermore increased the market penetration of fiber and specialized copper cabling technologies, and these technologies will continue to ride on the coattails of data centers, as they sharply rise in the future.

Market competition remains heated, as none of the industry's top players have risen to dominance in the market and numerous smaller suppliers fight for bits and pieces of the remaining majority. Finally, rising copper prices have forced suppliers to steadily increase their prices over the year, yet it appears this trend is not dampening demand in any substantial way.

# China Structure Cabling Market Report 2011

# CONTENTS


1 Market definitions ........ 1

2 Executive summary ........ 2

3 Marekt size, forecast and trends ........ 6

3.1 Overall market enviroment ........ 6

3.2 Market size in 2010 ........ 9

3.3 Market forecast and trends ........ 12

3.3.1 Macroeconomic and market environment ........ 12

3.3.2 The Chinese economy ........ 12

3.3.3 China's construction market ........ 13

4 Copper cable and connectivity market ........ 15

4.1 Copper cabling market ........ 15

4.1.1 Copper cabling market size and trends ........ 15

4.1.2 Market outlook for varying copper products and solutions ........ 18

4.1.3 Copper cabling prices ........ 21

4.1.4 Jacket materials for copper cabling ........ 22

4.1.5 Copper connectivity market ........ 23

4.1.6 Copper connectivity market size ........ 23

5 Fiber optic cable and conectivity market ........ 26

5.1.1 Fiber cabling market size by application and type ........ 26

5.1.2 Fiber connectivity ........ 28

5.1.3 Market outlook for different areas of fiber products ........ 30

6 Data centres ........ 32

6.1 Key projects in the 2010 period ........ 36

6.2 LAN and DC market forecast 2001 - 2013 ........ 37

7 Suppliers and market characteristics ........ 39

7.1 Market characteristics ........ 39

7.2 Copper product supplier market share ........ 44

7.3 Copper cable suppliers ........ 48

7.4 Copper component suppliers ........ 54

7.5 Fiber optic cable and connectivity suppliers ........ 58

8 Manufacturers ........ 60

8.1 Manufacturers of copper cable ........ 60

8.2 Manufacturers of copper components ........ 61

8.3 Manufacturers of fiber cable ........ 62

8.4 Manufacturers of fiber components ........ 64

9 Supply channels ........ 65

10 Contractors ........ 71

# LIST OF TABLES

Table 1-1 Total structure cabling market, value, 2010 ........ 9

Table 2-2 Market size by product, 2010 ........ 11

Table 4-1 Total structured cabling market value (USD million) 2008-2013 ........ 18

Table 4-2 Total structured cabling market value (RMB million) 2008-2013 ........ 18

Table 4-3 Market segmentation by category (Channel) and value in USD 2008-2013 ........ 19

Table 4-4 Market segmentation by category (Channel) and value in RMB 2008-2013 ........ 19

Table 4-5 Copper cable market by product type (US$ mil.) and forecast, 2008-2013 ........ 20

Table 4-6 Copper cable market by product type (RMB mil.) and forecast, 2008-2013 ........ 20

Table 4-7 Typical manufacturer sales prices for copper cables, 2010 ........ 21

Table 4-8 Sales of twisted pair cabling by jacket material, 2010 ........ 22

Table 4-9 Copper connectivity market size for LAN and DC (US$ mil.), 2008-2010 ........ 24

Table 4-10 Copper connectivity market size for LAN and DC (RMB mil.), 2008-2010 ........ 24

Table 5-1 Fiber cabling market by product (USD mil.) 2008-2010 ........ 27

Table 5-2 Fiber cabling market by product (RMB mil.) 2008-2010 ........ 27

Table 5-3 Multimode fiber cable by type, % by volume in percentage, 2008-2010 ........ 28

Table 5-4 Fiber connectivity market size for LAN and DC (US$ mil.), 2008-2010 ........ 29

Table 5-5 Fiber connectivity market size for LAN and DC (RMB mil.), 2008-2010 ........ 29

Table 5-6 Fiber component market share (% volume of total sales), 2010 ........ 29

Table 5-7 Fiber cabling market forecast by application (USD mil.) 2008-2013 ........ 30

Table 5-8 Fiber cabling market forecast by application (RMB mil.) 2008-2013 ........ 30

Table 5-9 Fiber connectivity market forecast by LAN and DC (US$ mil.), 2008-2013 ........ 31

Table 5-10 Fiber connectivity market forecast by LAN and DC (RMB mil.), 2008-2013 ........ 31

Table 6-1 Structured cabling sales in the LAN and DC sectors (US$ mil.), 2008-2010 ........ 33

Table 6-2 Structured cabling sales in the LAN and DC sectors (RMB mil.), 2008 – 2010 ........ 33

Table 6-3 Sales share in LAN and Data Centres, % split, 2008 - 2010 ........ 34

Table 6-4 Sales in the LAN and DC sectors by product type (US$ mil.), 2010 ........ 34

Table 6-5 Sales in the LAN and DC sectors by product type (RMB mil.), 2010 ........ 34

Table 6-6 LAN and DC market forecast in value (US$ mil.), 2008 - 2013 ....................................... 38

Table 6-7 LAN and DC market forecast in value (RMB mil.), 2008 - 2013 ..................................... 38

Table 6-8 LAN and DC's market share forecast, 2008 - 2013 ........................................................ 38

Table 7-1 Overview of branded solutions and mix-and-match suppliers ........................................ 40

Table 7-2 Total sale value by supplier (US$ mil.), 2010 ................................................................. 41

Table 7-3 Total sales value by supplier (RMB mil.), 2010 .............................................................. 42

Table 7-4 Sales value and market share of copper products by supplier (US$ mil.), 2010 ............ 45

Table 7-5 Sales value of copper products sales by supplier (RMB mil.), 2010 ................................ 46

Table 7-6 Copper cable sales and market share by suppliers (US$ mil., %), 2010 ........................ 49

Table 7-7 Copper cable sales and market share by suppliers (RMB mil., %), 2010 ....................... 50

Table 7-8 Sales by copper cable suppliers of STP, FTP and UTP products (value of sales in US$ million, excluding OEM sales), 2007-2010 ............................................................................... 51

Table 7-9 Sales by copper cable suppliers of STP, FTP and UTP products (value of sales in RMB million, excluding OEM sales), 2007-2010 ................................................................................ 52

Table 7-10 Copper component sales and market share by supplier (US$ mil., %), 2010 ................ 54

Table 7-11 2010 Copper component sales and market share by supplier (RMB mil., %), 2010 ..... 55

Table 7-12 Sales by copper component suppliers – shielded/unshielded (OEM sales not included), value (US$ million), 2007-2010 .......................................................................................... 56

Table 7-13 Sales by copper component suppliers – shielded/unshielded (OEM sales not included), value (RMB million), 2007-2010 ......................................................................................... 57

Table 7-14 Fiber cabling product sales by supplier (US$ mil.), 2010 .............................................. 58

Table 7-15 Fiber cabling product sales by supplier (RMB mil.), 2010 ............................................. 59

Table 8-1 Major manufacturers of fibre cable to the LAN market, 2010 ........................................... 64

Table 9-1 Major distributors/wholesalers of structured cabling, 2010 ............................................. 70

Table 10-1 Prominent contractors/installers of structured cabling in China, 2010 .......................... 72

Table 10-2 Prominent DC contractors/installers list of structure cabling, 2010 ............................... 73

# LIST OF FIGURES

Figure 2-1: Map of China ........................................ 2

Figure 3-1  Spot price chart from Dec. 2009 to Dec. 2010 ........................................ 8

Figure 4-1  Copper cabling by type (% of sales), 2010 ........................................ 16

Figure 4-2  Total Structured Cabling Market Value (USD million) 2008-2013 ........................................ 17

Figure 4-3 Copper cabling market by category, 2007-2013 ........................................ 20

Figure 4-4  Copper cross connectors by type (% of sales volume), 2010 ........................................ 25

Figure 6-1  Market share by value in DC market, 2010 ........................................ 35

Figure 7-1  Overall market share by supplier, 2010 ........................................ 43

Figure 7-2  Market share by copper product supplier, 2010 ........................................ 47

Figure 7-3 Market share of copper cable suppliers (%), 2010 ........................................ 53

Figure 9-1  Routes to the market ........................................ 69

Figure 10-1  Structure cabling network and product schematic diagram ........................................ 83