



Source: BSRIA Proplan

Geographic distribution of IBC(c) in China 2008

This report will help you to:

- Identify market opportunities
- Understand market trends
- Keep up to date with market developments, the players and routes to market
- Develop sales, marketing and distribution strategies
- Stay ahead of the competition

Introduction

This study is part of a series of multi-client reports on the world's market for intelligent controls in non-domestic buildings. "The Chinese Market 2008 to 2013" is our third edition of Intelligent Buildings Controls – Security Systems (IBC(s)) and is based on data received from the IBC(s) manufacturers operating in China, making it the most detailed and accurate report published on this subject. Support from all the major manufacturers and suppliers over the several decades has enabled us to develop a series of robust models that take account of inputs from all distribution channels, trends, numerous market segmentations, plus product and system cost structure.

This report of 500+ pages benefits from comparisons with our similar studies carried out in different regions of the world and related technical infrastructures in buildings. Data on the past, present and future market for IBC(s) is clearly presented in both quantitative and qualitative terms, so that strategies can be developed to fully exploit the opportunities.

Study Overview

The Chinese IBC(s) systems market has experienced buoyant growth between 2006-2008. Overall, the market for Security Systems was valued at RMB 21.8 billion in 2008, of which the total product market was worth RMB 14.4 billion.

CCTV/Video Surveillance was the largest segment, accounting for 72% of the IBC(s) market. This was followed by Access Controls market with 15% and the

Intruder Alarms market holding 14%. Excellent growth was reported in IBC(s) systems during the period of 2006-2008. Double-digit growth was recorded in the Chinese economy over the last few years and the impressive growth in the new construction sector has contributed greatly to the development of the security market.

In 2008, the value of the CCTV/Video Surveillance market, at hardware ex-factory prices, was estimated at RMB 10,213 million. The Surveillance market has out-performed the Access Controls and Intruder Alarms market in terms of both value and growth.

Combating crime is one of the main drivers of the demand of IBC(s) and the authorities have been introducing a range of measures, most notably the "Safe Cities" scheme. This is because China's extremely dense and increasing population has resulted in the increase of crime during the past decade.

A strong move towards comprehensive networked systems that require more sophisticated supervisory controls has been noted. Demand for Security Management systems has been steady, especially where access control and CCTV are integrated, therefore increasing the value added systems business.

Despite very favourable trading conditions, imported IBC(s) products struggle to compete on price with local manufactured products at the medium to low end of the market. However, imported products are being used on more sophisticated and high quality projects, particularly on foreign financed

During 2009-2010 the growth of the Chinese market is expected to slowdown, feeling the impact of the economic crisis, but it is expected to return to its fast paced growth from 2011.

The Beijing region accounts for the largest market share, accounting for 29% of the total business. Government, public and industrial sectors are the main sections in the Beijing region whereas the Guangdong region is more geared towards the commercial sector. The Shanghai region has witnessed significant growth during the past few years and now takes 22% of the total Chinese market. Currently the West region (Sichuan, Shaanxi and Chongqing area) takes 9% of the total market, but it is likely to experience further growth in five years time.

BSRIA Worldwide Market Intelligence

BSRIA Proplan is a specialist consultancy that focuses on analysing the market for intelligent controls in buildings. Our studies are built upon the valuable data which major suppliers have entrusted to us, as well as information gathered in face-to-face interviews with end users and other players in the supply chain. Our integrity and honesty have given us this privileged and unique position - to deliver insightful analysis based on accurate quantitative data.

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For the Access Control, CCTV/Video Surveillance and Intruder Alarms market this report identifies and analyses:

- The sales by Product (first point of distribution prices) and Systems (installed value) for direct and indirect channels, to 2008, with forecast to 2013
- The level of penetration of system sales and how this compares with other developing and developed markets
- The market size by type of hardware (6 main products)
- The market size by type of project, new construction, refurbishment and retrofit
- The market size by contract value (4 segments)
- The market size by type/end use of building (16 categories)
- The distribution channels and the proportion of business that they handle
- Market shares for all the established suppliers by Access Control, CCTV/Video Surveillance and Intruder Alarm product and by total systems sales
- Profiles of established suppliers provided in a standard format allowing comparisons to be made
- The part played by all third party suppliers and the impact that they will have in the future
- The channels of distribution and emerging trends
- The IBC(s) suppliers' influence on Total Building Solutions and measures the incidence of integrated services by both functionality and the vertical building markets in which they are installed
- The impact of Technology and IT-Convergence on the IBC(s) business

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