

Batteries

Essential sourcing intelligence

June 2011

US\$495

China supplier profiles

Detailed profiles of 36 verified suppliers and contact details of an additional 30 exporters

Product gallery

Specifications and full-color images of 90 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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Supplier capability in China

BATTERIES

China suppliers of batteries are strengthening R&D and increasing production to meet broadening requirements and secure a larger customer base. The country accounts for more than 50 percent of global output for the line, a share expected to rise further in the years ahead.

To match this lead in terms of technology, makers continue to enhance their selections based on trends in traditional uses while targeting emerging ones. The last includes the fast-growing solar and wind power segments. Efforts cover upgrading product performance and exploring new materials and designs.

China's chemistry-based selection includes lithium, NiMH, lead-acid and NiCd units. Solar cells and panels complement the lineup, representing the industry's bid to take advantage of robust demand for renewable, environment-friendly power resources.

Key findings

1. Prices will increase in coming months despite tightening competition. The majority of suppliers in this report will keep the markups to within 10 percent. Several will exceed 15 percent to cover high material costs and offset thinning profit margins resulting from the appreciating yuan.
2. Most makers anticipate healthier exports this year because of growing demand. Fifty-one percent of respondents are counting on a revenue uptick surpassing 20 percent.
3. Lithium batteries and packs lead in terms of output boost, which is expected between 20 and 30 percent by year-end. To achieve the target, makers are expanding Li-polymer manufacture while sustaining Li-ion. They are also nurturing the young LiFePO₄ segment.
4. Production of button-cell and lead-acid variants is also on the growth track, each looking to a 20 percent higher level by year-end. For the latter, companies are upgrading traditional categories while developing new types such as pure-lead spiral valve-regulated units.
5. NiCd sales will remain flat despite a 10 percent rebound in output. This is because the last will cover only the slump from the economic crisis and due to NiMH's encroachment into the category's market.
6. Suppliers leverage the rosy outlook in the solar power industry to pursue further improvements in their cell and panel yield. Their R&D agenda centers on increasing conversion ratio and capacity.

Scope & methodology

This report covers the major products of China's battery industry, namely lithium, lead-acid, NiCd and solar cells and panels. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises. Hong Kong-, UK- and US-invested businesses are also covered.

The province of Guangdong is the main production center. Reflecting this structure, 60 percent of featured companies are based there.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into

price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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ADF Electronics Co. Ltd



INQUIRE NOW

ADF specializes in lithium batteries, generating its entire revenue from the line. Sales last year reached \$17 million, with \$5 million coming from exports. Planning to boost market presence in North America, the supplier expects the latter to increase by more than 20 percent in coming months.

The area currently takes up 20 percent of ADF's export shipments.

The Middle East is the primary destination abroad with a 55 percent share. The other markets are the Asia-Pacific region and the EU.

Production is done in factories in Shenzhen and Dongguan, Guangdong province. The facilities have a combined yield of 450,000 batteries per month. The selection includes rechargeable Li-ion, Li-polymer and LiFePO₄ variants.



Model: ADF-100

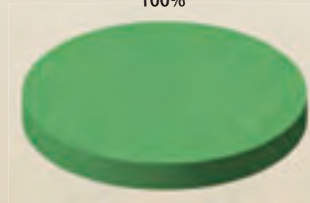
MOQ: 100 units

Description: Rechargeable LiFePO₄ battery; 10Ah; 3.2V; -20 to 50 C operating temperature; 18x65x140mm; 305±5g; for EVs

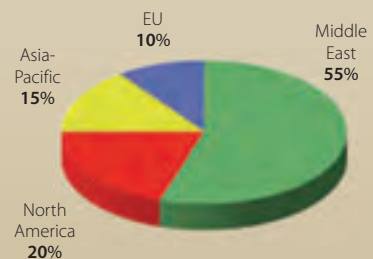
See more popular export models in the [Product Gallery](#).

Exports by product

Lithium
100%



Exports by market



Company facts

Year established	2003
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shenzhen (Guangdong)
Factory location(s)	Shenzhen, Dongguan (Guangdong)
No. of full-time employees	800
Annual sales (all products)	\$17.0mn
Annual R&D spending	\$300,000

Sales & output: Batteries

Annual sales	\$17.0mn
Share of total sales	100%
Annual export sales	\$5.0mn
Total monthly capacity	480,000 units
Average monthly output	450,000 units
Capacity utilized	94%
Average monthly exports	150,000 units
Export ratio	33%

Contact details

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Address	2F Building A, Tongyi Industrial Park, 351 Jihua Road, Buji Street, Longgang, Shenzhen, Guangdong, China

PRODUCT GALLERY

Lithium



ADF
 (profile page 22)
Model: 606168
MOQ: 1,000 units
Description: Rechargeable Li-polymer battery; 2,500mAh; 3.7V; -20 to 60 C operating temperature; 60x61x68mm; 80g; for laptops, portable electronic devices



ADF
 (profile page 22)
Model: 523450
MOQ: 10,000 units
Description: Rechargeable Li-ion battery; 1,000mAh; 3.7V; -20 to 60 C operating temperature; 52x34x50mm; 30g; for digital devices, wireless communication equipment



Cham
 (profile page 23)
Model: CMICR1865035
MOQ: 500 units
Description: Rechargeable Li-ion battery; 2,600mAh; 11.1V; 55.5x70mm; 160g; for portable power sources



Cham
 (profile page 23)
Model: 415079
MOQ: 3,000 units
Description: Rechargeable Li-polymer battery; 1,700mAh; 3.6V; 41x50x79mm; for mobile phones, PDAs, DVD players, Bluetooth devices, power banks



Cham
 (profile page 23)
Model: 18650F8
MOQ: 1,000 units
Description: Rechargeable Li-ion battery; 2,600mAh; 3.7V; 18.4x65.2mm; 46.5g; for laptops, digital cameras, flashlights, portable power sources, power banks and tools



Dongguan Gaoyuan
 (profile page 25)
Model: 804270PL-2750
MOQ: 10,000 units
Description: Rechargeable LiCoO₂ battery; 2,750mAh; 3.7V; -20 to 60 C operating temperature; >500 charging cycles; 8x42x70mm; 50g; for mobile phones, laptops, digital devices, backup power supplies

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