

# Camping & Outdoor Gear

Essential sourcing intelligence

July 2012

US\$395

## China supplier profiles

Detailed profiles of 44 companies with verified manufacturing and export credentials

## Product gallery

Specifications and full-color images of 120 top-selling products

## Industry trends

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



Supplier capability in China

## CAMPING & OUTDOOR GEAR

China's camping and outdoor gear suppliers are bracing for several challenges in the months ahead. Foremost among their concerns is how to maintain competitive prices without risking profitability. Increases in manufacturing outlay and the appreciation of the yuan are putting pressure on margins, forcing companies to raise quotes and take the chance that clients may source elsewhere.

Overseas, suppliers have to contend with weaker demand from the EU and the US as consumers there tighten discretionary spending amid the economic crunch.

Although the camping and outdoor gear markets in the two areas remain considerably large, many enterprises see limited growth opportunities in the US and the EU in the months ahead. These suppliers are looking at alternative destinations to keep revenue on the upswing.

### Key findings

1. Several companies intend to enter or increase penetration of non-EU countries, the Middle East and the Asia-Pacific region in the next 12 months, even as they fortify foothold in the EU and North America. A number will be exploring South and Central America, and Africa for growth opportunities.
2. Many manufacturers are boosting R&D investment to provide models suited to new target markets. Part of the additional allocation is spent on hiring more designers, engineers and other technical personnel.
3. At most makers, efforts are geared toward enhancing functionality. Various technologies are being combined in a single product for greater user convenience. Portability, however, remains a key consideration.
4. The safety and environmental requirements of target export destinations are also major influences in product development. With regard to surface treatment, for instance, makers are steering clear of materials that contain phthalates or heavy metal. For light sources, companies are turning to LEDs.
5. Higher production costs and the appreciation of the yuan are expected to push prices of China-made camping and outdoor gear upward in the next half-year. Many companies, however, hope to contain increases within 5 percent to ensure competitiveness.
6. Export projections for the coming months are generally optimistic. Several enterprises are anticipating growth of at least 10 percent in overseas revenue.

### Scope & methodology

This report covers the major types of camping and outdoor gear exported from China, namely tents, furniture, sleeping materials, picnicware, hydration devices, lights, optics and tools.

The products and prices section provides details about the different types offered, their common features and price determinants. The latest trends in product development are also discussed.

The Industry Overview examines issues affecting manufacturing and exports. It also identifies the common strategies suppliers are employing to cope with challenges.

To reflect the industry structure, the majority of suppliers in this report are privately owned. More than 50 percent of the featured companies are based in Guangdong, Zhejiang and Jiangsu provinces.

To produce this report, Global Sources

interviewed a wide range of enterprises. 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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## Industry Overview

Various hurdles in the domestic and international fronts have suppliers of camping and outdoor gear in China reviewing strategies to boost sales and ensure survival in the months ahead.

Foremost among the issues is higher production outlay. Standard wages in several coastal manufacturing centers, in particular, went up by more than 10 percent this year. Coupled with the appreciation of the yuan, these increases in operating expenses have slashed profits, weakening suppliers' ability to offer competitive prices.

Closures are a possibility for a number of companies should they be unable to cope with this challenge. Some buyers have already moved sourcing to Vietnam, Pakistan and India in search of less-expensive products.

On the demand side, suppliers see the uncertain economic situation in the US and the EU as a major impediment to growth. Orders from the industry's two major markets have been weakening in past months,

bringing down total overseas revenue. Tent makers, for example, saw export sales of models in synthetic fibers falling 8 percent YoY during the four-month period ending April 2012.

### R&D emphasized

Faced with this business environment, suppliers are exploring emerging markets for opportunities even as they are fortifying foothold in North America and the EU. Many are pursuing greater penetration of Africa, South America, the Middle East and Russia. The ASEAN is also considered an attractive market, with the China-ASEAN Free Trade Area agreement encouraging shipments.

To support expansion of their customer base, makers are increasing investment in R&D. Many are widening selections to meet the range of aesthetic preferences, habits, customs and standards of target destinations.

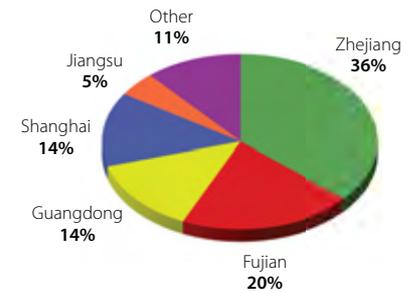
Several enterprises are hiring additional designers, engineers and

### Main production centers

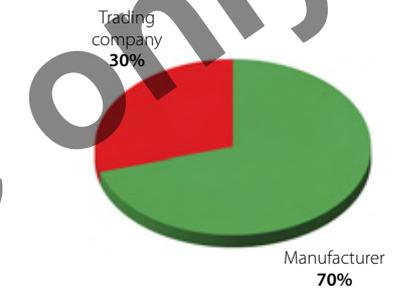


### Industry composition

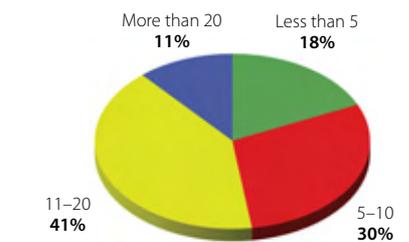
By location



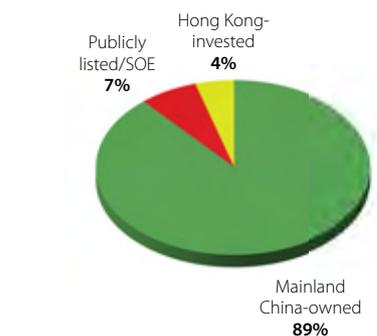
Business type



Years established



Company ownership



Data: All surveyed suppliers

## SUPPLIER MATRIX

Company	Location	Years established	Total sales \$mn/yr	Export sales \$mn/yr	R&D spending \$mn/yr	No. of full-time staff	Capacity units/mth	Average output units/mth	Average exports units/mth
[REDACTED]	Shanghai	2	1.5	1.5	0.12	200	180,000	180,000	180,000
[REDACTED]	Anhui	2	0.2		0.15	232	400,000	8,000	
[REDACTED]	Zhejiang	12		3.0	0.05	50			60,000
[REDACTED]	Zhejiang	12	1.3	1.3	0.05	200	80,000	80,000	80,000
[REDACTED]	Hong Kong	9		0.1	0.03	16			300
[REDACTED]	Fujian	17	0.8	0.8	0.20	350	60,000	60,000	60,000
[REDACTED]	Fujian	33	18.0	18.0	0.20	550	150,000	100,000	100,000
[REDACTED]	Zhejiang	15	10.0	10.0	0.80	100	1,000,000	500,000	500,000
[REDACTED]	Beijing	35		4.0	1.00	10,000			6,667
[REDACTED]	Guangdong	10	1.5	1.2	0.18	120	2,000,000	1,000,000	800,000
[REDACTED]	Jiangsu	15	15.0	10.0	0.20	500	50,000	25,000	17,000
[REDACTED]	Zhejiang	7	8.0	8.0	0.40	260	60,000	50,000	50,000
[REDACTED]	Fujian	6	1.0	1.0	0.16	200	25,000	25,000	25,000
[REDACTED]	Fujian	6	3.2	3.2	0.24	500	400,000	100,000	100,000
[REDACTED]	Zhejiang	17	4.0	4.0	0.70	600	35,000	35,000	35,000
[REDACTED]	Zhejiang	2		9.0	0.05	15			100,000
[REDACTED]	Zhejiang	2		3.0	0.40	5,000			8,300
[REDACTED]	Zhejiang	9		4.0	0.50	32			90,000
[REDACTED]	Zhejiang	7	5.0	5.0	2.00	300	200,000	120,000	120,000
[REDACTED]	Zhejiang	2	0.8	0.5	0.05	65	20,000	14,000	8,300
[REDACTED]	Fujian	10		2.0	0.05	10			5,000
[REDACTED]	Guangdong	24	50.0	50.0	0.10	1,800	1,500,000	1,200,000	1,200,000
[REDACTED]	Shanghai	18	8.0	7.0	2.00	620	3,000,000	2,000,000	1,900,000
[REDACTED]	Shanghai	15		1.2	0.02	20			30,000

## Anhui Province Jichuan Imp. & Exp. Co. Ltd



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Anhui Province Jichuan generated \$1.5 million last year from picnicware exports. The company shipped an average of 180,000 pieces each month. Seventy percent of deliveries went to the EU, while the rest were sent to North America.

In the next 12 months, the supplier expects overseas revenue to increase more than 20 percent. The EU is

anticipated to remain its major market.

The company was established in 2010. Its head office is in Shanghai, while the factory is in Chizhou, Anhui province. A 200-strong workforce is in charge of daily operations.

Anhui Province Jichuan's sales in 2011 amounted to \$7 million. It invested \$120,000 in product development and related tasks.



**Model:** JC2047

**MOQ:** 1,000 pieces

**Description:** Cooler backpack; 210d polyester exterior; mesh front pocket

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

### Company facts

Year established	2010
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shanghai
Factory location(s)	Chizhou (Anhui)
No. of full-time employees	200
Annual sales (all products)	\$7.0mn
Annual R&D spending	\$120,000

### Sales & output: Camping & outdoor gear

Annual sales	\$1.5mn
Share of total sales	21%
Annual export sales	\$1.5mn
Total monthly capacity	180,000 pieces
Average monthly output	180,000 pieces
Capacity utilized	100%
Average monthly exports	180,000 pieces
Export ratio	100%

### Contact details

Business contact	LUO Joan
Phone	(86-21) 6460-6653
Fax	(86-21) 6460-6652
E-mail	xtc188@jiaodahaike.com joan@sanve8.com
URL	www.sanve8.com www.globalsources.com/sanve.co
Address	Rooms 2611-2615, Fortune 108 Square, 1839 Qixin Road, Shanghai, China

### Exports by product

Picnicware  
100%



### Exports by market

North America  
30%



## PRODUCT GALLERY

### Tents



**Ningbo Shanshan**

(profile page 48)

**Model:** SA-6125

**MOQ:** 1,000 pieces

**Description:** Camping tent; 3,000mm PU-coated nylon flysheet, silicon-coated back; polyester ripstop floor; thin mesh door; aluminum tube frame; water-resistant; 264x110x94cm



**Tianshi (Dalian) Genesis**

(profile page 62)

**Model:** TS-01

**MOQ:** 80 pieces

**Description:** Camping tent; 3,000mm PU or PVC-coated 280gsm cotton; 600gsm PVC floor; 3 to 5-person capacity; 300x300x210cm



**Tianshi (Dalian) Genesis**

(profile page 62)

**Model:** TS-02

**MOQ:** 30 pieces

**Description:** Camping tent; galvanized steel and fiberglass poles; galvanized steel, aluminum or stainless steel ladder; 8cm-thick foam mattress with washable cover



**Welford**

(profile page 63)

**Model:** WF7032

**MOQ:** 5,000 pieces

**Description:** Camping tent; 190 tex polyester flysheet; fiberglass frame; 240/110x210x150cm



**Welford**

(profile page 63)

**Model:** WF2118

**MOQ:** 5,000 pieces

**Description:** Camping tent; water-resistant 190 tex flysheet; 170 tex inner wall; 110gsm PE floor; 135/150/135x210x185cm



**Wuxi Gold**

(profile page 65)

**Model:** GN-P10008

**MOQ:** 3,000 pieces

**Description:** Beach tent; 300mm PA-coated 170 tex polyester; custom color; 146x170x160cm

Sample page only

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