

Computer Accessories

Essential sourcing intelligence

July 2012

US\$495

China supplier profiles

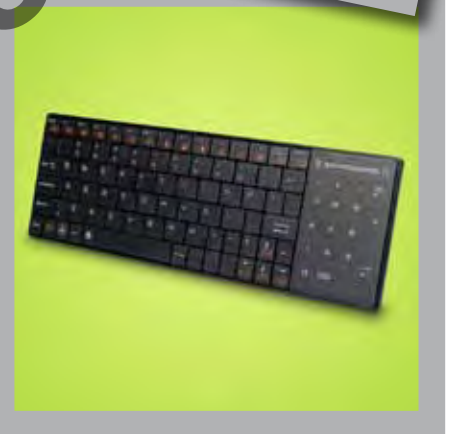
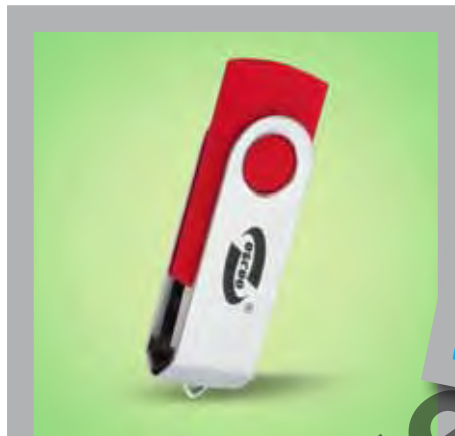
Detailed profiles of 78 verified suppliers and contact details of an additional 20 exporters

Product gallery

Specifications and full-color images of 204 top-selling products

Industry trends

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



Sample page only

Supplier capability in China

COMPUTER ACCESSORIES

China's computer accessories industry continues to grow, spurred by the robust PC market. The auxiliary sector is projected to realize a 15 to 20 percent boost in output value this year. In 2011, the figure hit more than \$30 billion. By volume, the projected yield will still represent 90 percent of the global total, securing the country's hub status for the line.

With the upbeat outlook, makers sustain efforts to expand their selections, strengthening the high-end categories. They leverage the falling cost of 2.4GHz and Bluetooth chipsets to increase the production of wireless devices. Companies are optimistic widening adoption will also bring down USB 3.0 IC rates. Even so, they are preparing to release more products based on the SuperSpeed standard.

To strengthen traditional segments, suppliers are highlighting mature technology and low price.

Key findings

1. Price competition remains a key industry challenge, compounded by climbing labor and raw material costs. To cope, interviewed makers are adjusting quotes, keeping the change within 5 percent to continue attracting orders. About half of them are opting for an increase to keep margins healthy as well, and a fifth for a reduction. The other companies are retaining rates.
2. Despite rivalry and cost issues, the majority of suppliers anticipate higher export sales. About one-third of respondents expect to surpass last year's figure by more than 20 percent.
3. North America and Europe continue to be the key overseas destinations, notwithstanding the economic situation there. Manufacturers said demand from the areas stay strong. To bolster international revenue further, they are exploring opportunities in emerging markets.
4. Output of wireless mice, keyboards and digital pens is on the rise as companies emphasize enhanced connectivity with popular mobile devices such as tablet and notebook PCs.
5. In preparation for higher demand, businesses are boosting the release of USB 3.0 flash drives, hubs and multcard readers.
6. Wired and USB 2.0 variants still constitute mainstream supply in their respective categories. To boost product value, makers enhance key features further.
7. The majority of surveyed companies are raising capital expenditure.

Scope & methodology

This report covers the major products of China's computer accessories industry, namely accessories and supplies for the iPad, input and pointing devices, speakers, portable storage and memory cards, USB peripherals, PC cameras and others. 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.

The province of Guangdong is the main production center. Reflecting this structure, more than 70 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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Industry Overview

China's computer accessories industry remains on the upswing, buoyed by the robust PC industry. It is forecast to achieve a 15 to 20 percent increase in output value this year from more than \$30 billion in 2011. In terms of volume, the country is expected to sustain its 90 percent stake globally, upholding hub status for the line.

Yield of accessories and supplies for the iPad will hit \$2 billion in the months ahead from about \$1.5 billion last year, driven by strong sales of Apple's tablet PC. China's total production for the category accounts for the majority share worldwide, with cases and chargers dominating the selection.

Based on export volume and value, mice will rise by 5 and less than 10 percent in end-2012, respectively, from over 346.5 million units and \$1.2 billion last year. Keyboards will exceed the 214.3 million-unit turnout by 6 percent and \$1.3 billion by 10 percent. Memory cards are expected to surge past 35 percent from 968.6 million units and over 16

percent from \$4.2 billion.

The outbound quantity of PC cameras and other portable storage devices will stay at 2011 levels of 846.3 million and 279.1 million units. Their value, however, is forecast to climb by less than 15 and 20 percent from \$3.9 billion and \$12.8 billion. Headsets are anticipated to ship overseas again at nearly 2 billion units, or may increase by about 5 percent.

Spurred by these projections, makers continue to broaden their selections, boosting high-end categories. Those in the mice sector are releasing more wireless models to move upmarket. The output share of such units is expected to climb to 40 from 30 percent by year-end. Those in digital pen production also emphasize the type for enhanced connectivity with tablet and notebook computers, mobile Internet devices and smartphones.

In general, enterprises are taking advantage of the falling cost of 2.4GHz RF and Bluetooth chipsets to ramp up

the production of nonwired computer accessories. Those making PC remote controls are shifting to the two technologies from IR, leveraging a wider operating range and user friendliness.

At present, RF units outnumber those based on the latter technology because of lower price. Bluetooth types, however, rule the supply of cable-free keyboards and PC cameras. In the input device category, those based on the 3.0 specification are expected to overtake the earlier standard this year because of advantages in terms of enhanced data rate and lower power consumption.

Suppliers are also preparing to launch more USB 3.0 flash drives, hubs and multcard readers in anticipation of higher demand. They are optimistic IC rates will be much lower as more upstream chipmakers roll out solutions. In portable HDD enclosures, the SuperSpeed standard has replaced USB 2.0 as the line follows the lead of processors and motherboards in matching the trend for a higher data rate. Enabled devices will surpass 1 billion by 2014, from 70 million last year, according to In-Stat.

Main production center



Guangdong

Guangdong province secures its grip on computer accessories manufacturing despite escalating labor costs. The coastal area's established supply chain for the electronics industry remains its prime advantage, keeping most domestic and foreign ventures from moving inland where outlay is lower. The strategic location, and the economic and physical infrastructures for international trade are also the hub's attractions.

Boosting traditional lines

At the same time, companies sustain traditionally strong segments such as wired and USB 2.0 variants, which still constitute mainstream supply in their respective categories. They highlight advantages of mature technology, ease of use and low price. Cable-free counterparts, for instance, usually operate on batteries that either need to be recharged or replaced.

In headsets, makers also underscore sound quality as RF interference is a common problem in wireless configurations. They stress connectivity as another plus point. Wired headsets typically have a 3.5mm jack, which is supported by various audio devices,

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
Aba Ufo	Taiwan	29	2.2	1.0		62	625,000	417,500	410,000
[REDACTED]	Guangdong	6		0.5		50			1,000
[REDACTED]	Taiwan	16	0.3	0.2	0.05	10	100,000	30,000	21,000
[REDACTED]	Guangdong	5	0.7	0.7	0.05	360	50,000	10,000	10,000
[REDACTED]	Guangdong	9	8.0	8.0	0.90	650	160,000	160,000	160,000
[REDACTED]	Guangdong	11	6.6	6.6	0.50	500	350,000	200,000	200,000
[REDACTED]	Hong Kong	14	3.5	3.5	0.20	300	100,000	50,000	50,000
[REDACTED]	Guangdong	9	8.0	8.0	1.00	100	200,000	200,000	200,000
[REDACTED]	Guangdong	15	1.2	0.4	0.06	300	30,000	30,000	10,000
[REDACTED]	Guangdong	11	1.0	1.0	0.10	500	100,000	84,000	84,000
[REDACTED]	Guangdong	9	4.9	4.9	0.20	123	600,000	300,000	300,000
[REDACTED]	Taiwan	36	2.0	1.9	0.06	30	200,000	150,000	142,500
[REDACTED]	Taiwan	30	0.048	0.048	2.40	50	5,000	5,000	5,000
[REDACTED]	Guangdong	8	3.2	3.2	0.64	900	100,000	80,000	80,000
[REDACTED]	Hunan	12	4.5	4.5	0.10	600	150,000	150,000	150,000
[REDACTED]	Guangdong	4	4.0	4.0	0.09	59	200,000	150,000	150,000
[REDACTED]	Guangdong	16	6.0	5.5	0.10	550	1,000,000	600,000	540,000
[REDACTED]	Guangdong	9	19.5	1.0	5.00	1,500	1,000,000	100,000	5,000
[REDACTED]	Guangdong	10	1.0	0.4	0.25	218	100,000	80,000	28,000
[REDACTED]	Guangdong	7	1.0	0.8	0.50	450	500,000	100,000	80,000
[REDACTED]	Guangdong	3	6.0	4.8	0.75	400	50,000	30,000	24,000
[REDACTED]	Hong Kong	9	1.0	1.0	0.20	250	150,000	100,000	90,000
[REDACTED]	Taiwan	32	1.5	1.3	0.52	550	40,000	25,000	20,000
[REDACTED]	Taiwan	32	1.1	0.8	0.53	30	400,000	350,000	280,000
[REDACTED]	Guangdong	15	8.0	7.2	0.19	150	500,000	300,000	270,000
[REDACTED]	Guangdong	6		0.6	0.20	50			5,000
[REDACTED]	Zhejiang	10	5.2	4.6	0.80	800	160,000	110,000	90,000
[REDACTED]	Guangdong	7	3.0	2.1	0.02	300	200,000	100,000	70,000
[REDACTED]	Guangdong	6	5.0	4.0	0.05	300	300,000	200,000	150,000

Aba Ufo International Corp.



INQUIRE NOW

Aba Ufo's computer accessories generated \$2.2 million in sales last year, \$1 million of which came from exports. The line includes accessories and supplies for the iPad, and PC locks and peripherals.

The manufacturer expects overseas revenue to climb by 10 to 20 percent in the following months as it boosts marketing presence in North America.

The area currently represents 40 percent of outbound shipments. The Middle East, Africa, Europe, the Asia-Pacific region, and the rest of the Americas are the other destinations.

Despite competition, Aba Ufo will increase export prices by 11 to 15 percent. It will maintain current capital expenditure. The supplier conducts production in New Taipei City, Taiwan.



Model: 2924

Description: Computer lock; tubular pin tumbler; master key; >500 codes; zinc alloy housing, barrel; for notebook and desktop PCs, LCD monitors, projectors, video equipment; accessories on request

Company facts

Year established	1983
Business type	Manufacturer
Company ownership	Taiwan-invested
Head office location	New Taipei City (Taiwan)
Factory location(s)	New Taipei City (Taiwan)
No. of full-time employees	62
Annual sales (all products)	\$2.2mn

Sales & output: Computer accessories

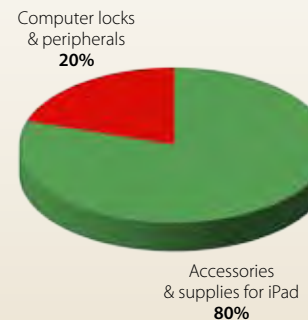
Annual sales	\$2.2mn
Share of total sales	100%
Annual export sales	\$1.0mn
Total monthly capacity	625,000 units
Average monthly output	417,500 units
Capacity utilized	67%
Average monthly exports	410,000 units
Export ratio	98%

Contact details

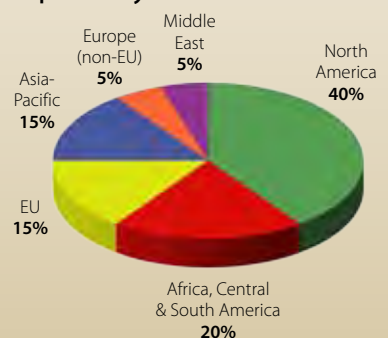
Business contact	SHEN Micky
Phone	(886-2) 2906-8181
Fax	(886-2) 2903-1942
E-mail	mkt@abalocks.com
URL	www.abalocks.com
	www.globalsources.com/abalocks.co
Address	3F, 649-5 Chung Cheng Road, Xinzhuang, New Taipei City, Taiwan

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

Exports by product



Exports by market



PRODUCT GALLERY

Accessories & supplies for iPad



AccessBuy

(profile page 34)

Model: A0115

MOQ: 100 pieces

Description: Case for iPad; PU leather; Bluetooth keyboard, silicone housing; Symbian S60, Android, Windows Mobile 5.0 or higher OS; built-in lithium battery; CE



AccessBuy

(profile page 34)

Model: A1796

MOQ: 100 units

Description: VGA adapter for iPad, iPad 2, iPhone, iPod; VGA female output port; in white



Anke

(profile page 36)

Model: AK-01

MOQ: 100 pieces

Description: Case for iPad 2, new iPad; PU leather outer, PC and cloth inner layers; 360-degree rotation; 250x195x10mm; in peach, purple, green, red, baby blue, orange, black, brown, white, pink



Anke

(profile page 36)

Model: AK-02

MOQ: 100 pieces

Description: Case for iPad 2, new iPad; PU leather outer, PC and cloth inner layers; leopard pattern; 360-degree rotation; 250x195x10mm; in black, brown, red, blue



Aone

(profile page 37)

Model: AP1108-1-5

MOQ: 500 pieces

Description: Case for iPad 2, new iPad; PU leather outer, smooth velvet inner layers; 246x200x19mm; in various colors



Aone

(profile page 37)

Model: AP1108-30-2

MOQ: 500 pieces

Description: Pouch for iPad; PU leather outer, fine velvet inner layers; crocodile pattern; 246x20x1.5mm; in various colors

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