

Holiday & Party Decorations

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July 2011

US\$395

China supplier profiles

Detailed profiles of 29 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 81 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

HOLIDAY & PARTY DECORATIONS

China suppliers of holiday and party decorations are gearing up for higher orders amid positive expectations for overseas business. The last stems from the recovery of key international markets where demand is reaching precrisis levels.

Companies are sustaining buyer interest in the line by introducing product upgrades. While improvements are typically cosmetic, some involve the adoption of better components and alternative power sources.

Such endeavors are also aimed at making imminent price adjustments more acceptable. Quotes are forecast to increase in coming months due mainly to the rising cost of raw materials, especially plastic and metal. This has prompted many companies to explore the use of economical substitutes that keep quality levels relatively on a par.

Key findings

1. Rising labor expenses are compounding suppliers' cost-related difficulties. The ongoing shortage in the industry's worker pool is forcing operations to augment salaries and benefits to retain existing and attract new staff.
2. Despite the price increases anticipated in coming months, makers across the industry's various categories expect higher sales in 2011. Nearly all interviewed companies share this view.
3. Boosting automation levels in factories is a popular option to cope with growing demand. While this step was previously popular only with larger companies that could easily afford the substantial investment, the practice is now becoming common even among midsize operations.
4. Smaller players are looking at raising subcontracting. This allows them to fulfill orders without adding workers. The step also helps lower production costs. QC measures are implemented to ensure output meets buyers' specifications.
5. In line with these expansion strategies, 93 percent of profiled companies will be increasing capital expenditure. The majority will be boosting allocation by more than 50 percent.
6. The US and the EU are expected to remain the primary overseas markets for China's holiday and party decorations industry. Nevertheless, some makers will explore growth opportunities in Eastern Europe, the Middle East and other alternative destinations.

Scope & methodology

This report covers the major products of China's holiday and party decorations industry, namely Christmas trees, ornaments and lights, party supplies, masks and costumes, and other holiday decorations. 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. Foreign-invested businesses are also covered.

The provinces of Guangdong, Zhejiang and Fujian are the main production centers. Reflecting this

structure, about 76 percent of featured companies are based in these locations.

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 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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Anhui Light Industries International Co. Ltd



INQUIRE NOW

Anhui Light manufactures and exports 329,000 pieces of holiday and party decorations in a month. The line is composed of Christmas trees and ornaments, party supplies, masks and costumes, and other holiday decorations.

Forty-five percent of shipments go to the EU, while North and South America receive the rest. The first will

be the target market next year.

Despite stiff price competition, the company will impose markups of 11 to 15 percent on export quotes in coming months. In turn, foreign revenue is predicted to climb between 10 and 20 percent.

Anhui Light generates \$3.5 million of its \$450 million total annual sales from the holiday and party decorations line.

Company facts

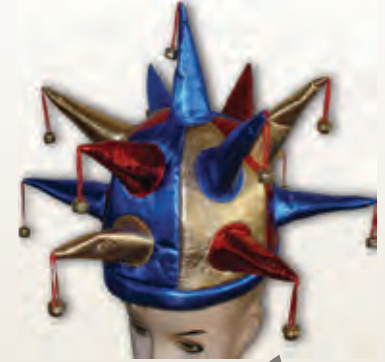
Year established	2005
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Hefei (Anhui)
Factory locations	Ningbo, Jinhua (Zhejiang)
No. of full-time employees	400
Annual sales (all products)	\$450.0mn
Annual R&D spending	\$360,000

Sales & output: Holiday & party decorations

Annual sales	\$3.5mn
Share of total sales	1%
Annual export sales	\$3.5mn
Total monthly capacity	340,000 pieces
Average monthly output	329,000 pieces
Capacity utilized	97%
Average monthly exports	329,000 pieces
Export ratio	100%

Contact details

Business contact	DAI Dorothy
Phone	(86-551) 229-9450
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E-mail	daiyun@alic.com
URL	www.alic.com www.globalsources.com/alic.co
Address	Alic Mansion, 19 Meishan Road, Hefei, Anhui, China



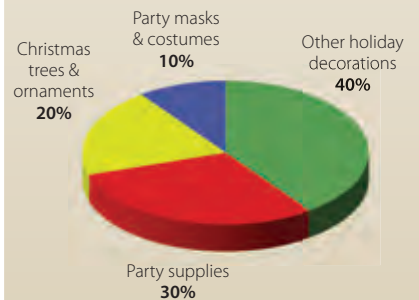
Model: DY84675

MOQ: 800 pieces per color

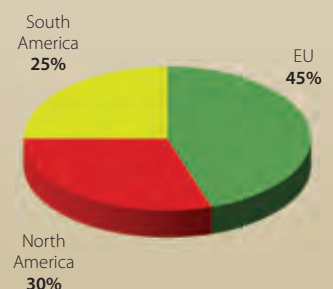
Description: Party hat; polyester; customizable size and color

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

Exports by product



Exports by market



PRODUCT GALLERY

Christmas lights, trees & ornaments



Aroma

(profile page 22)

Model: Holiday 3x3/4/6

MOQ: 5,000 sets

Description: 3-piece Christmas candle set; Asian ginger, apple, bamboo, jasmine, eucalyptus and thyme, vanilla rum brulee, hinoki, bonsai and mosaic sea glass; clear oil



Beijing Stronger Rich

(profile page 23)

Model: S-CMB011

MOQ: 5,000 pieces

Description: Christmas ball; PS; electroplated; 4cm diameter; 11g; CE, RoHS



Beijing Stronger Rich

(profile page 23)

Model: S-CMB013

MOQ: 5,000 pieces

Description: Christmas ball; PS; electroplated; 6cm diameter; 13g; CE, RoHS



Beijing Stronger Rich

(profile page 23)

Model: S-CMB014

MOQ: 5,000 pieces

Description: Christmas ball; PS; electroplated; 8cm diameter; 15g; CE, RoHS



Fuqing Shengde

(profile page 25)

Model: SDI005

MOQ: 10,000 sets

Description: Bear Christmas ornament; DIY kit; EVA foam; 150x228x10mm; 27g; EN 71



Fuzhou Xingchun

(profile page 26)

Model: VS-17-3

MOQ: 10,000 pieces

Description: Flower; tin can; CMYK printing; 6.5x9.5cm; 13.2g; SPS

Sample page

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