

Sanitaryware

Essential sourcing intelligence

November 2011

US\$395

China supplier profiles

Detailed profiles of 30 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 84 top-selling products

Industry trends

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



Supplier capability in China

SANITARYWARE

China's sanitaryware industry is optimistic sales will remain on a growth track in coming months. Many suppliers, however, expect the rate to be lower than last year's. Domestic clients, for one, are anticipated to rein in purchases amid the slowdown in building activity. The difficult economic climate in the US and the EU, meanwhile, is expected to soften total external demand.

Customs statistics for the first nine months of 2011 already attest to decelerating demand. Revenue from overseas shipments rose only 17 percent YoY, 16 percentage points lower than the increase posted during the same period in 2010.

Faced with slowing demand in their major markets, makers are stepping up efforts to expand their client base. In line with this, selections are becoming more diversified to target various users and economic segments. Many companies also intend to minimize price increases to boost competitiveness.

Key findings

1. Sanitaryware suppliers will increase penetration of the Asia-Pacific region in the months ahead, capitalizing on the benefits that the China-ASEAN Free Trade agreement provides. A number also intend to boost exports to the Middle East, Central and South America, Africa and non-EU countries.
2. Even so, the US and the EU will remain key export destinations of China-made sanitaryware. The market in these two areas remains large despite the slowdown, accounting for about 50 percent of sales. Several suppliers are also seeking to expand their client base there, expecting consumers' heightened price-consciousness to buoy demand for their products.
3. In the domestic market, makers will fortify their footholds by offering more or better services. Many are also intensifying promotional efforts, which include offering price discounts during holidays or festivals.
4. Upcoming releases will comprise conventional and smart models. In both lines, water efficiency will remain a key consideration in R&D.
5. China's sanitaryware selection will also become more varied in terms of aesthetics. The line is expected to include more shapes and colors, although traditional designs in white, will continue to dominate. The latter are popular since these can fit a range of interior styles.
6. Quotes are expected to increase in coming months should the yuan continue to gain against the US dollar and manufacturing outlay remains high. Many companies, however, will keep adjustments within 5 percent.

Scope & methodology

This report covers the major products of China's sanitaryware industry, namely bathroom sinks and vanities, toilets, bidets and urinals, and bathtubs and whirlpools.

The categories are discussed in separate sections. For each line, details about the different types offered, their typical features and price determinants, and the supplier base are provided. The latest trends in product development are also discussed.

The Industry Overview elaborates on issues affecting production and exports. Measures to boost sales and enhance overall competitiveness are also discussed.

The majority of featured companies are privately owned enterprises. More than half are located in Guangdong province; which is the primary source of China's sanitaryware exports.

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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Anson Industrial Co. Ltd



Headquartered in Guangdong province, Anson generated its entire \$3 million revenue last year from exports of bathroom sinks, vanities and other types of sanitaryware. Monthly shipments averaged 80,000 pieces.

North America was the top market, absorbing 85 percent of shipments. US-based Home Depot is one of the company's major clients in the area.

The manufacturer carries out production in three factories. All plants are located in Chaozhou, Guangdong.

Anson was established in 1992. It has more than 200 employees handling daily operations.

The workforce includes a team for R&D. Last year, the company allocated \$300,000 for product development and related tasks.



Model: AN6080

MOQ: 500 pieces

Description: Basin; vitreous china; glazed finish; 560x400x120mm; UPC

Company facts

Year established	1992
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Chaozhou (Guangdong)
Factory location(s)	Chaozhou (Guangdong)
No. of full-time employees	208
Annual sales (all products)	\$3.0mn
Annual R&D spending	\$300,000

Sales & output: Sanitaryware

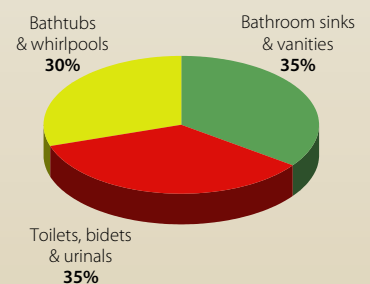
Annual sales	\$3.0mn
Share of total sales	100%
Annual export sales	\$3.0mn
Total monthly capacity	80,000 pieces
Average monthly output	80,000 pieces
Capacity utilized	100%
Average monthly exports	80,000 pieces
Export ratio	100%
Major customers	Home Depot (US)

Contact details

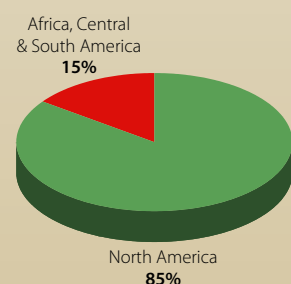
Business contact	ZHU Amy
Phone	(86) 13539372750
Fax	(86-768) 3911-8820
E-mail	anson6168@gmail.com
URL	www.bathroomware.net www.globalsources.com/amyanson.co
Address	Guxiang Industrial Zone, Chaozhou, Guangdong, China

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

Exports by product



Exports by market



PRODUCT GALLERY

Bathroom sinks & vanities



Anson
(profile page 17)
Model: AN6080
MOQ: 500 pieces
Description: Basin; vitreous china; glazed finish; 560x400x120mm; UPC



Anson
(profile page 17)
Model: CA633
MOQ: 200 sets
Description: Vanity; Volakas marble, solid wood; 900x560x860mm main cabinet; 800x25x900mm mirror



Aquamate
(profile page 18)
Model: C011-01
MOQ: 100 sets
Description: Vanity; 850x485x440mm oak cabinet



Chaoan County Guxiang Huada
(profile page 19)
Model: 9060E
MOQ: 200 pieces
Description: Basin; grade A ceramic; glazed finish; 600x460x175mm; for mounting on bathroom cabinets



Chaoan County Guxiang Huada
(profile page 19)
Model: F80
MOQ: 200 pieces
Description: Cabinet basin; grade A ceramic; glazed finish; 810x460x225mm



Chaoan Haoman
(profile page 20)
Model: HM-C-20
MOQ: 1 piece
Description: Countertop basin; ceramic; compatible with single-hole faucets; 600x430x180mm

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