

# Camping & Outdoor Gear



## Essential sourcing intelligence for buyers

### China manufacturer profiles

Detailed profiles of 38 verified suppliers and contact details of an additional 79 exporters

### Product & price trends

Prices and specifications of 167 top-selling export products

### Supply centers & market trends

Coverage of leading and emerging supply centers, plus insight into capacity, output and R&D

April 2010

US\$395

global sources

**40**  
YEARS

Quality Buyers  
Verified Suppliers

[www.globalsources.com](http://www.globalsources.com)

[www.ChinaSourcingReports.com](http://www.ChinaSourcingReports.com)

# CAMPING & OUTDOOR GEAR

## Supplier capability in China

### EXECUTIVE SUMMARY

China's camping and outdoor gear industry is looking forward to better export sales this year. After experiencing relatively flat growth in 2009, most suppliers are anticipating an increase of at least 20 percent as the recovery of key economies gathers momentum.

Customs statistics for the first two months of 2010 already point to a stronger business period. Revenue from shipments surged 23 percent year on year to exceed \$714 million, driven mainly by demand from the EU, North America and the Asia-Pacific region. Should this pace continue, the sector could break the \$4 billion mark by December.

Rising costs, however, threaten to slow down growth. Many companies are no longer able to sustain the price position they adopted during the crisis, with wages and raw material spending both on an upturn. In fact, a number have already passed on a portion of additional expenses to their clients, although most kept adjustments within 10 percent.

Amid this business environment, the following are some of the trends we see in China's camping and outdoor gear industry:

- Mounting cost pressures will push up quotes 10 percent at most in coming months. Many suppliers intend to hold price movement within this level, wary of losing orders to rivals.
- To mitigate the effects of this strategy on profitability, operating efficiency is being enhanced for additional savings. Some companies are directly cutting expenses by using lower-priced materials for certain parts.
- In addition, aiming for long-term competitiveness, many enterprises are shifting their sales mix toward upscale models. Under this thrust, they are paying more attention to product development and market research.

- As regards R&D, the spotlight is on high-performance models employing environment-friendly materials and components. Releasing multifunction designs in constructions easy to use and carry is also a priority.

- The EU and North America will continue to be the primary targets of overseas shipments, but suppliers are expected to forge ahead with efforts to cultivate clients outside the two areas. Several have set their sights on Southeast Asia, Brazil and Russia.

- Some suppliers are turning to the home front for additional revenue. This is evident only among midsize and large businesses, however, since such operations are more equipped to handle the costly process of entering the domestic arena.

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

Each category has its own section, where details about the different lines offered, their common features and price determinants are provided.

The latest trends in design and materials are discussed. Information on the supplier base and major production centers can likewise be found.

The Industry Overview elaborates on issues affecting manufacturing and exports. It also identifies the common strategies suppliers are employing to cope with challenges and enhance overall competitiveness.

To reflect the current industry structure, over 74 percent of the companies in this report are based in Zhejiang and Guangdong provinces. The former contributes more than 30 percent to China's aggregate sales, while Guangdong accounts for over one-fourth.

### In this report

- 38 in-depth company profiles
- 79 additional suppliers
- 167 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics & charts

### METHODOLOGY

To produce this report, Global Sources surveyed 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 may or may not be clients of Global Sources.

The selection of suppliers is designed to reflect the composition of the industry in China in terms of geographic spread, business type and company ownership.

For in-depth company profiles, our research teams interviewed senior executives and export managers who discussed their recent performance and provided R&D, production and export forecasts for the next 12 months. The interviews were done in person, by phone or e-mail.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including their production and export statistics, and a breakdown of exports by product type and market. Our production checklist details the product-specific manufacturing capability of each supplier.

All profiled suppliers participated in a survey designed to provide insight into product and price trends, and challenges facing the industry. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

## INDUSTRY OVERVIEW

China's camping and outdoor gear industry is poised for a full rebound in export sales this 2010. With demand recovering gradually since October 2009, suppliers are confident that this year's revenue from overseas shipments will increase at the same pace as before the economic crisis. Most are bracing for at least 20 percent growth, with the most bullish projections at 30 percent.

Customs statistics confirm that business is back on track after slowing down in 2009. Last year's exports of lights, fishing equipment, tents, sleeping materials, pocketknives, optics and compasses amounted to \$3.6 billion, a mere 1 percent gain from 2008. It was the first time since the sector boomed in 2002 that annual sales were relatively flat.

Based on January to February figures, 2010 promises a stronger showing. The value of shipments during this period climbed 23 percent year on year to \$714.2 million.

Several product categories are off to a positive start. The portable lights segment saw a 51 percent surge, with nearly 256 million units sent abroad. Revenue was up 43 percent at \$279.2 million.

Exports of tents jumped 11 percent to 6.4 million pieces, generating nearly \$150 million or 7 percent more compared with the same period in 2009.

Meanwhile, sleeping bags and other textile camping goods posted an 11 and 8 percent increase in volume and sales. Shipments totaled 11.9 million pieces worth \$77.3 million.

Suppliers are looking to traditional markets to ensure exports remain on an upturn in the months ahead. Even amid the financial crisis, the euro zone, North America and the Asia-Pacific region remained the largest importers of China-made camping and outdoor gear.

Customs statistics for January and February indicate a continuation of this trend. During the period, the EU was accounted for \$251 million or 35 percent of total revenue. North America,

which procured \$165 million worth, ranked second with a 23 percent share.

The Asia-Pacific region was not far behind, contributing nearly \$144 million or 20 percent. Almost 35 percent came from Japan and Australia, which were both among the top 10 importing countries during the two-month period.

Nonetheless, while target markets will stay traditional, export strategies are being realigned as priorities shift from surviving the economic slowdown to building long-term viability.

To this end, many companies are opting out of competing primarily on price, a strategy most adopted during the height of the crisis. For fear of losing orders, suppliers maintained or at times reduced quotes, going as far as to shoulder all additional expenses.

Mounting pressures, however, are forcing enterprises to pass on part of the burden to customers. Adjustments planned for the coming months will be within 10 percent.

The markups are largely a response to the upswing in the cost of key manufacturing inputs. In the camping furniture and tents line, for instance, companies are spending more on steel tubes, with current levels over 20 percent higher than in March 2009. The situation is projected to escalate, as domestic steel mills face soaring iron ore and coking coal outlay.

Compounding suppliers' woes are labor-related expenses. Local governments in major hubs have recently announced or imposed a raise in minimum wage. Jiangsu province made the first move, pushing base pay up by 13 percent in February. Shanghai and Zhejiang followed two months later with 15 and 14.5 percent salary adjustments. In Guangdong province, a 20 percent increase has been scheduled to take effect in May.

### R&D initiatives

In their bid to compete beyond prices, manufacturers are taking a more active stance in R&D. Focused on winning

### Supplier summary

Suppliers surveyed	38
Export sales	\$160.5mn
Export ratio	76%
OEM business	56%
Capacity utilized	64%
Annual R&D spending	\$8.8mn
Full-time employees	18,546

Data: All surveyed suppliers

additional orders, most are working to meet the design, performance and "green" requirements of upscale segments.

Shifting the sales mix toward midrange models, suppliers of sleeping bags, camping mats and pads, and hammocks are going on the environment-friendly route. For their latest releases, 70 to 80 percent of the materials used are nontoxic.

With sights set on the same market, manufacturers of hydration devices are developing constructions that have walls measuring up to 0.8 to 1mm-thick.

Companies offering tents are similarly introducing size changes as they jostle for a share of the midrange segment. The most recent modifications have yielded models 180 to 190cm high and 400 to 550cm wide. Among the releases are designs with multiple rooms.

Upgrades in monoculars and binoculars are geared toward the high end, with emphasis on optical performance. The newest military- and residential-use models are fitted with BAK prisms to produce clearer and brighter images. For a crisp and high-contrast view, suppliers apply multiple layers of coating on two sides of the lenses or on all air-to-glass surfaces.

In certain categories, tapping solar energy has emerged as an important thrust. Efforts are especially aggressive with flashlights and lanterns, where PV panels are employed as an alternative power source. Standard units can operate for six to 10 hours following eight to 12 hours of exposure under direct sunlight.

### Chinabest Home Appliance Co. Ltd

Chinabest offers various appliances for indoor and outdoor use. In 2009, the company's annual sales reached \$80 million, 15 percent of which came from camping units.

Models were exported to North, Central and South America, the EU and Africa. ODM orders accounted for 60 percent of exports, while the rest consisted of models under OEM agreements and those bearing the in-house brand.

Chinabest currently operates four factories in Zhongshan, Guangdong province, for the manufacture of

various appliances. With a combined area of 200,000sqm, the plants house mold-making, die-casting, cutting, bending and punching machines. They also have facilities for surface treatment and assembly.

A workforce of 3,500 handles the company's operations. This includes 90 R&D specialists and more than 65 QC inspectors.

Chinabest is a member of the China Chamber of Commerce for Import and Export of Machinery and Electronic Products. It obtains CE, AGA and ETL certification for its models.

#### Company facts

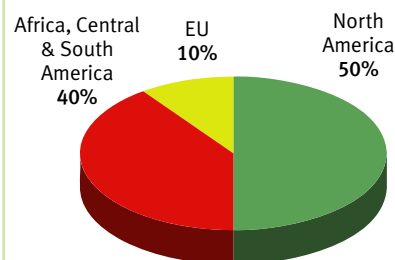
Year established	1991
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Zhongshan (Guangdong)
Number of factories	4
Factory location(s)	Zhongshan (Guangdong)
Total factory area	200,000sqm
No. of full-time employees	3,500
No. of R&D/design staff	90
No. of QC staff	66
Annual sales (all products)	\$80.0mn
Annual R&D spending	\$2.0mn
ISO certification	Yes

#### Sales & output: Camping & outdoor gear

Annual sales	\$12.0mn
Share of total sales	15%
Annual export sales	\$12.0mn
Total monthly capacity	500,000 units
Average monthly output	30,000 units
Capacity utilized	6%
Average monthly exports	30,000 units
Export ratio	100%
OEM % of exports	20%
ODM % of exports	60%
OBM % of exports	20%
Other products made	Gas water heaters & cookers, range hoods, indoor ovens

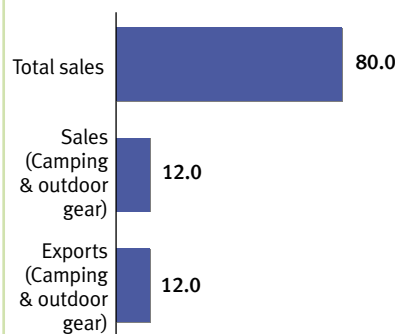
#### Profile

##### Export markets



##### Sales

\$mn/yr



##### Contact details

###### Business contact

CHAN Jacky

###### Phone

(86-760) 2212-1616

###### Fax

(86-760) 2212-1178

###### E-mail

trade@chinabest.com.cn

chinabest@globalsources.com

###### URL

www.chinabest.com.cn

www.globalsources.com/chinabest.co

###### Address

Byde Industry Zone, Lianfeng Road, Xiaolan, Zhongshan, Guangdong, China

### Capability

#### Production checklist

Makes molds in-house	Yes
Plastic-injection machines	—
Die-casting machines	150
Cutting machines	20
Bending & punching machines	10
Sewing machines	—
Assembly lines	20
Surface treatment lines	2
Needle detectors	—
In-house water-resistance test	No

#### Exports by product

Tents	—
Furniture & sleeping materials	—
Cooking equipment	70%
Picnicware	—
Hydration devices	—
Lights	—
Optics	—
Fishing equipment	—
Tools & knives	—
Others	30%

#### Exports by market

North America	50%
European Union	10%
Europe (non-EU)	—
Asia-Pacific	—
Middle East	—
Africa, Central & South America	40%

### Survey

- **Export prices**  
Increased
- **Export price increase**  
11-15%
- **Export sales**  
Increase more than 20%
- **Target market**  
North America
- **Capital expenditure**  
Increase up to 50%
- **Major challenge**  
Price competition
- **Export capability**  
Improve operating efficiency
- **R&D focus**  
More-portable constructions

### Popular export models



**Description:** Camp oven; stainless steel body; folding lid; carry handles; brass and stainless steel burners, matchless ignition; 2,800Pa gas pressure; red; 540x300x460mm; ETL

#### Cooking equipment

Model	CSG01
MOQ	200 units
Packaging	Colored box
Delivery	30 days
Price	•



**Description:** Portable gas stove; burner adjusts from simmer to 2kW; 2kW heat input; 2,800Pa gas pressure; 238g per hour consumption; electronic ignition; automatic sequencing function; with carry case; 335x290x88mm; CE, ETL

#### Cooking equipment

Model	BDZ-138
MOQ	600pcs
Packaging	Color box
Delivery	30 days
Price	•



**Description:** Gas water heater; cold-rolled steel body; 18,000Btu; 6kW heat input; 2,800Pa gas pressure; 20-minute timer; with carry bag and water container; pump excluded; AGA, CE, ETL

#### Other

Model	PWH03
MOQ	200 units
Packaging	Colored box
Delivery	30 days
Price	•

• Information not disclosed

## PRODUCT GALLERY

### Tents



**Hangzhou Keviny**  
(profile page 48)  
**Model:** 107010  
**MOQ:** 500 pieces  
**Packaging:** Carry bag, carton  
**Delivery:** 30 days  
**Price:** •

**Description:** Tent; 800mm PU-coated 190t polyester flysheet; mesh inner tent; 120gsm PE floor; 7.9mm-diameter fiberglass poles; (20+220+20)x140x110cm; with pegs, rope



**Hangzhou Keviny**  
(profile page 48)  
**Model:** 107006  
**MOQ:** 500 pieces  
**Packaging:** Carry bag, carton  
**Delivery:** 30 days  
**Price:** •

**Description:** Tent; 1,000mm PU-coated 190t polyester flysheet; 170t polyester inner tent; 140gsm PE floor; 7.9 to 11mm-diameter fiberglass poles; 200x200x130, 240x240x130, 260x260x165 or 300x300x180cm; with pegs, rope



**Hangzhou Keviny**  
(profile page 48)  
**Model:** 107013  
**MOQ:** 500 pieces  
**Packaging:** Carry bag, carton  
**Delivery:** 30 days  
**Price:** •

**Description:** Tent; PU-coated 190t polyester flysheet; 190t breathable polyester inner tent; 140gsm PE floor; 11mm-diameter fiberglass poles; with pegs, rope



**Shanghai Eversuccess**  
(profile page 78)  
**Model:** BT083  
**MOQ:** 500 pieces  
**Packaging:** Polybag  
**Delivery:** 35 days  
**Price:** •

**Description:** Tent; 800mm PU-coated 190t polyester; 150d PU oxford floor; 6mm-diameter fiberglass poles; with polyester carry bag; 245x145x95cm



**Shanghai Eversuccess**  
(profile page 78)  
**Model:** BT592  
**MOQ:** 2,000 pieces  
**Packaging:** Polybag  
**Delivery:** 35 days  
**Price:** •

**Description:** Tent; 190t polyester flysheet; 100gsm PE floor; 2x6mm steel rods; with polyester carry bag; 200x125x125cm



**Shanghai Eversuccess**  
(profile page 78)  
**Model:** BT089  
**MOQ:** 500 pieces  
**Packaging:** Polybag  
**Delivery:** 35 days  
**Price:** •

**Description:** Tent; 800mm PU-coated 190t polyester; 150d PU oxford floor; 6mm-diameter fiberglass poles; with polyester carry bag

• Information not disclosed

# Yes! I'd like to order the full version of the following China Sourcing Reports

For faster service, order online at [www.ChinaSourcingReports.com/pdfts](http://www.ChinaSourcingReports.com/pdfts)

## A Please send me

	Report Title:	US\$
1)		
2)		
3)		
4)		
5)		

Total amount US\$

## B Please send my reports by

- E-mail (PDF format)       Air courier (printed copy)

## C My contact details

Mr  Mrs  Ms \_\_\_\_\_  
Family Name                      Given Name

Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

E-mail \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Mobile/Cell Phone \_\_\_\_\_

For faster service, order online at  
[www.ChinaSourcingReports.com/pdfts](http://www.ChinaSourcingReports.com/pdfts)

### For other inquiries

E-mail: [service@globalsources.com](mailto:service@globalsources.com)  
 Telephone Hotline: (65) 6547-2800

## D My payment method

- US\$ check/bank draft payable to **GLOBAL SOURCES**,  
 drawn on a US bank located in the USA

- Please debit my credit card



Amount (US\$) \_\_\_\_\_

Card No. \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## E Return this form by

**Fax** North and South America (1-480) 951-4197  
 Worldwide (65) 6547-2888

**Mail** Global Sources, c/o Media Data Systems Pte Ltd  
 Raffles City PO Box 0199, Singapore 911707

**Thank you for your order.**