

Mobile Phone Accessories



March 2010 US\$495



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MOBILE PHONE ACCESSORIES

Supplier capability in China

EXECUTIVE SUMMARY

China's mobile phone accessories manufacturing sector remains robust, with the handset industry driving its growth. A varied selection at all price points was key to the line's survival during the global economic slowdown, and a factor in its continuous expansion. China currently offers mobile phone power supplies, headsets, handsfree kits, cases and novelties.

Green technology permeates most makers' R&D agenda in the electronic accessories segment, especially in power supplies where efficiency is the current top priority. At present, several companies are investing in solar devices.

The premiums and promotional products sector, meanwhile, boosts sales in the nonelectronic line. Makers offer a growing range of cases, screen protectors, straps, charms and novelty items.

The following are key trends in China's mobile phone accessories industry:

- Concerns over energy conservation and renewable resources are influencing production. Batteries are leaning toward the Li-polymer technology, which yields lighter and slimmer models. Suppliers are exploring other battery types such as fuel cells and solar-powered chemistries that can provide longer operating times.

Charger manufacturers are likewise preparing for the adoption of the Micro-USB as the universal charging solution in coming years. The unifying move targets to eliminate tons of waste.

- Companies are introducing alternative materials for environment-friendly manufacture and cost efficiency. Several makers have started to use TPU in mobile phone cases, in place of leather, silica gel and other more expensive inputs. Some already

offer cases, and wrist and neck straps made of biodegradable TPU. Rosin, a solid form of resin extracted from plants, is preferred for gem-type charms or pendants.

- Makers are stepping up quality of devices and components to improve performance and widen applications. They are rolling out specialized power banks, including models for popular electronics such as the iPhone and the iPod, and PSP and Nintendo DS game consoles. Enhanced ICs, ASICs and microprocessors are also adopted.

- Wired handsfree kits dominate the supply but their wireless versions have shown more progress in recent years. While Bluetooth is popular in portable sets, RF still takes up a small percentage of in-car models.

- Accessories designed for Apple's iPhone are on an upswing, practically creating a subindustry altogether. Current R&D activities in the iPhone accessories line is focused on the 3GS handset.

This report covers batteries, power banks, chargers, adapters, cases, novelties, handsfree kits, portable speakers, cables and other accessories.

The Industry Overview section discusses developments in China's supply, and key trends and R&D priorities in coming months.

The Products & Prices modules tackle current standard and price trends in batteries, power banks, chargers, cases and novelties, and iPhone accessories.

Guangdong is the largest production hub for mobile phone accessories in China. The cities of Shenzhen, Dongguan, Huizhou and Zhongshan contribute a significant share of the country's total output.

The supplier base is composed of companies with diverse manufacturing backgrounds and capability. They either specialize in one product or supply a combination of two or more lines.

In this report

- 34 in-depth company profiles
- 25 additional suppliers
- 143 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 price, 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 in the next 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

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Published by Publishers Representatives Limited (on behalf of Trade Media Limited)
4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands
c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong

ISBN 978-988-18628-0-8

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INDUSTRY OVERVIEW

Riding on the growing mobile phone industry, the accessories segment in China continues to be dynamic and fast-paced. The diverse product range and price points running from low to high end made the line resilient in the face of the global economic slowdown in 2009. With the global consumer electronics segment forecast to take an upturn, the majority of suppliers are optimistic of further growth this year.

Among the top trends and issues in the industry are “greener” products, particularly in the power supplies line where efficiency is a key factor.

Battery technologies, for instance, are gradually moving toward Li-polymer models, which are lighter, slimmer and safer than their currently mainstream Li-ion counterparts.

In the power banks and chargers line, makers are addressing the mounting global consciousness over energy conservation and renewable sources by introducing more solar-powered models.

Many companies invested heavily in R&D and manufacture of various solar devices after the China government and some private

enterprises expressed solid interest in cultivating the segment.

Charger manufacturers are also gearing up for the imminent adoption of Micro-USB as the universal charging solution by 2012. The transition is projected to bring down production of replacement chargers by as much as 51,000 tons annually. This will eliminate 13.6 million to 21.8 million tons of greenhouse gases emitted during manufacture.

Global mobile phone charger shipments for 2009 were estimated at 1.4 billion units. These included replacement models and variants bundled with new handsets. Turnout for the latter is expected to stay at roughly 1 billion units annually.

In the nonelectronic accessories segment, makers offer an expansive selection of cases, screen protectors, straps, charms and a host of other novelty items. It is largely driven by the premiums and promotional sector. Because of this, suppliers release new designs continuously to keep up with new mobile phone models and remain competitive in the cutthroat line.

Notably qualifying as a

Supplier summary

Suppliers surveyed	34
Export sales	\$167.2mn
Export ratio	82%
OEM business	56%
Capacity utilized	66%
Annual R&D spending	\$9.5mn
Full-time employees	13,529

Data: All surveyed suppliers

subindustry in China is the iPhone accessories line, which has grown significantly alongside the popular Apple handset. Sales were estimated at 10 million units in 2009, and optimistic makers are eyeing at least 10 percent increase in export revenue this year.

Projections from analyst RBC indicate shipments will exceed 35 million units in 2010, and top 82 million by 2012.

Batteries

One of the major sourcing hubs for batteries in the world, China produced more than 26 billion units worth \$36 billion in 2008. It accounted for 40 percent of global Li-ion and Li-polymer output.

There are 500 mobile phone battery suppliers in the country. The

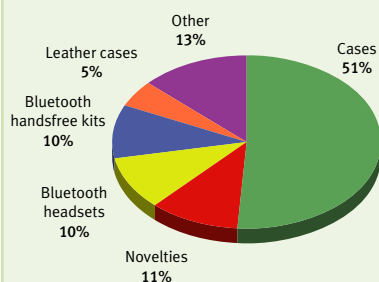
Global Sources online metrics

Mobile phone accessories

Online metrics are taken from buyer and supplier activity in the featured product group on www.globalsources.com in the month preceding publication of this update.

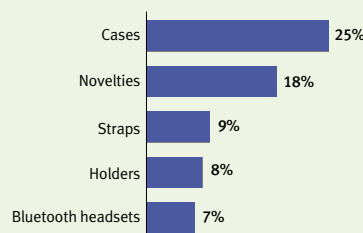
- **Buyer requests** track total inquiries from our worldwide community of more than 850,000 buyers.
- **Product profiles** represent the total number of unique products available from suppliers in our online catalogs.
- **New product postings** indicate the number of new product profiles added by suppliers during the period.

Top buyer requests

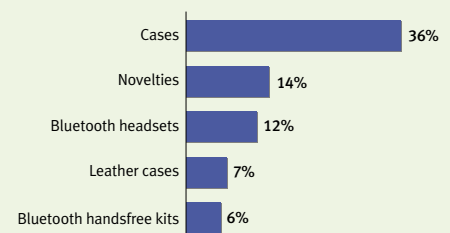


Percent of all online activity for this product group

Top product profiles



Top new product postings



Accutone Technologies Ltd

Accutone spends \$1.2 million or 10 percent of sales in product development annually. Based in Hong Kong, it has a 15-member R&D team for mobile phone accessories. It has offices and distributors in Canada, Dominican Republic and Caribbean Countries, Ecuador, Finland, India and Japan. Utilizing 17 percent of its total capacity of 30,000 units, the factory currently produces 5,000 mobile phone accessories every month.

Exports amounted to \$1 million in 2009, with shipments averaging 5,000 units per month.

All output is exported to the EU, the Middle East, the Asia-Pacific region and North America.

Annual revenue from all products totaled \$12 million in 2009. Exports are expected to increase by more than 20 percent in the next 12 months, during which North America will be the company's main target export market.

The company plans to increase its annual capital expenditure by up to 50 percent. Prices of mobile phone accessories were steady in the past 3 months.

Company facts

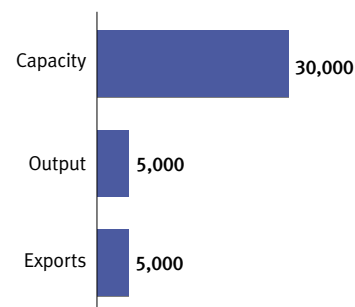
Year established	1995
Business type	Manufacturer
Company ownership	Hong Kong-invested
Head office location	Hong Kong
Number of factories	1
Factory location(s)	Shenzhen (Guangdong)
Total factory area	40,000sqm
No. of full-time employees	300
No. of R&D/design staff	15
No. of QC staff	10
Annual sales (all products)	\$12.0mn
Annual R&D spending	\$1.2mn
ISO certification	Yes

Sales & output: Mobile phone accessories

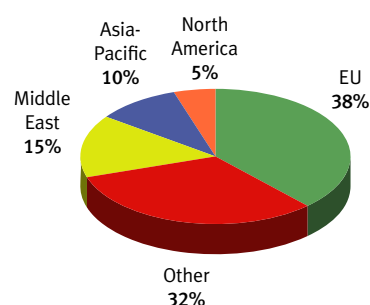
Annual sales	\$1.0mn
Share of total sales	8%
Annual export sales	\$1.0mn
Total monthly capacity	30,000 units
Average monthly output	5,000 units
Capacity utilized	17%
Average monthly exports	5,000 units
Export ratio	100%
OEM % of exports	—
ODM % of exports	—
OBM % of exports	100%
Other products made	Telephone headsets, amplifiers, adapters, accessories; computer headsets; conferencing phones

Profile

Production units/mth



Export markets



Contact details

Business contact

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Capability

In-house processes

Mold making	Yes
SMT	Yes
PCB assembly	Yes
Plastic injection	No
Reliability tests	Yes
RoHS line	Yes

Exports by product

Batteries & power banks	—
Chargers & adapters	—
Cases	—
Novelties	—
Headsets & handsfree kits	100%
Data cables	—
SIM card readers	—
Portable speakers	—
Other accessories	—

Exports by market

North America	5%
European Union	38%
Europe (non-EU)	—
Asia-Pacific	10%
Middle East	15%
Other	32%

Survey

- **Export prices**
Stayed the same
- **Export sales**
Increase more than 20%
- **Target market**
North America
- **Capital expenditure**
Increase up to 50%
- **Major challenge**
Cost of raw materials
- **Export capability**
Widen product range
- **R&D focus**
Improve product performance

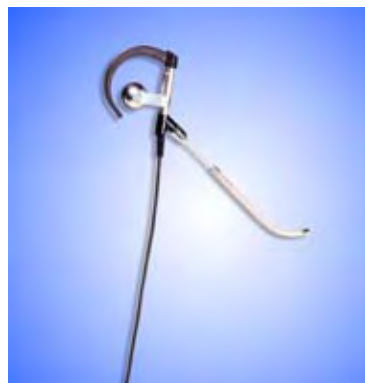
Popular export models



Headset

Model	BT703
MOQ	500 units
Packaging	Blister
Delivery	30 days
Price	•

Description: Bluetooth headset; Bluetooth 2.1+EDR class II; multipoint technology, supports two mobile phones; 6hr talk, 90hr standby times; USB charger; black, white, red; 6.5g



Headset

Model	DT30
MOQ	500 units
Packaging	Color gift box
Delivery	30 days
Price	•

Description: Headset; 2.5mm; rotatable ear bud; adjustable soft-rubber ear hook; voice-tube, aluminum design



Headset

Model	DT818
MOQ	500 units
Packaging	Color gift box
Delivery	30 days
Price	•

Description: Over-the-head headset; 2.5mm; monaural; mobile and DECT phones; reduces 96% radiation from phone; BABT

• Information not disclosed

PRODUCT GALLERY

Batteries & power banks



Best Wisdom
(profile page 38)
Model: BW-BLA
MOQ: 100 units
Packaging: Blister
Delivery: 3 days
Price: •

Description: Battery; lithium; stable charging; short-circuit, overdischarge protection; CE, RoHS



Guangzhou Konfulon
(profile page 52)
Model: Konfulon-5800XM
MOQ: 10,000 units
Packaging: Color box
Delivery: 25 days
Price: •

Description: Battery; 3.7V; 1,300/1,320mAh; Nokia 5800XM; protection against overcharging/discharging, overheating, short circuit; CE



Guangzhou Konfulon
(profile page 52)
Model: Konfulon-6108
MOQ: 10,000 units
Packaging: Color box
Delivery: 25 days
Price: •

Description: Battery; 3.7V; 970/1,050mAh; Nokia 6108, 3100, 6100, N71, N91, E50, 6230, 6600, 6670, 6680, 1100, 1600, N70, N72, 7610, 1200, 2600, 2118, 1112, 6085; protection against overcharging/discharging, overheating, short circuit; CE



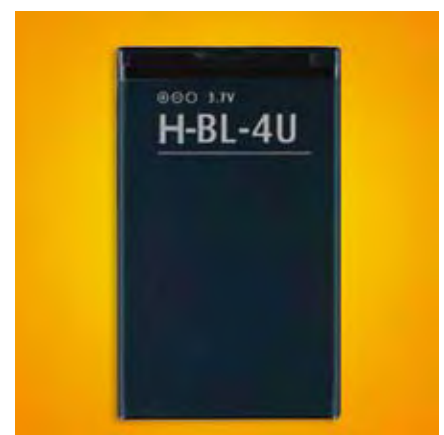
Guangzhou Konfulon
(profile page 52)
Model: Konfulon-E90
MOQ: 10,000 units
Packaging: Color box
Delivery: 25 days
Price: •

Description: Battery; 3.7V; 1,450/1,500mAh; Nokia E90, E61i, E71, E95, 6650T, E52, E55, N97, E63, N810, E72, 6710, 6260s; protection against overcharging/discharging, overheating, short circuit; CE



HCT
(profile page 54)
Model: HPower0005
MOQ: 500 sets
Packaging: White box
Delivery: 30 days
Price: \$13.50

Description: Power bank; 3,400mAh Li-ion battery; 5.5/700mA output voltage; 4.5A output current; 4.5 to 5.5V/1,000mA charging voltage; 3.5hr charging time via AC charger; USB cable, adapter kit; LED power indicator; OEM orders accepted; 108x67x13mm, 287g



HCT
(profile page 54)
Model: H-BL4U
MOQ: 500 units
Packaging: White box
Delivery: 10 days
Price: \$1.68

Description: Battery; 1,000mAh; 3.7V charging voltage; Nokia 8800A, 8800E, 8800SA, E66, 6212, 8900, 3120, 3120C, 6600S

• Information not disclosed

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