

Mobile Phone Accessories



February 2009 US\$495

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China manufacturer profiles

Detailed profiles of 28 verified suppliers and contact details of an additional 45 exporters

Product & price trends

Prices and specifications of 112 top-selling export products

Supply centers & market trends

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

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MOBILE PHONE ACCESSORIES

Supplier capability in China

EXECUTIVE SUMMARY

The strong market performance of mobile phones worldwide is expected to sustain China's growing mobile phone accessory industry. The number of mobile phone users was projected to reach 4 billion worldwide by end-2008. Worldwide shipments of mobile phones in 2008 were estimated at 1.29 billion units, according to iSuppli.

These figures augur well for China's mobile phone accessory industry, which includes electronic accessories, such as batteries and chargers, and non-electronic accessories such as cases and novelties. With every mobile phone requiring at least two accessories, China's production and shipment of accessories are expected to continue rising in the long term.

Shipments of cases and novelties, however, are declining partly due to the global recession. Volume orders were reported to slump by as much as 40 to 60 percent in Q2 2008 over the same period in 2007. Fluctuating cost is also taking a toll on makers' production planning.

To remain competitive, many suppliers are reducing their production costs. Makers of silica gel and crystal cases and novelties, for instance, are planning to purchase their own molding and injection equipment to better manage their overhead cost.

The following are some of the key trends we see in China's mobile phone accessory industry:

- There is a mixed forecast for export prices in coming months, with suppliers divided about increasing, decreasing or maintaining their prices. The high cost of raw materials is the leading cause of the price increase, while intense competition will compel a number of makers to lower their prices.

- Despite the conservative outlook, suppliers are positive of raising their exports in the coming months, with the US as the primary export market. The bulk of these exports will go to OEM and ODM clients.

- Improvement of performance will be the foremost R&D focus of many suppliers. An emerging trend among makers of cases and novelties is the use of new materials such as biodegradable thermoplastic polyurethane (TPU), recycled PET and biodegradable natural plant yarns.

- China suppliers typically produce low-end and midrange mobile phone accessories but more makers are expected to diversify their product range to high-end and niche markets as they try to boost their profit margins.

This report covers manufacturers of cases, novelties, batteries, chargers, headsets, handsfree kits, cables and adapters. Mobile phone cases include custom-made cases targeted at specific brands and models of mobile phones, and universal cases that fit different models and brands. Novelties from China include a range of products such as charms, wrist straps, neck straps and flashing stickers.

Mobile phone cases are estimated to account for the largest share of China's non-electronic accessory supply. Leather cases, specifically, take up about 70 percent of total cases output. In the electronic accessory sector, mobile phone batteries, headsets and handsfree kits make up the biggest output shares, with China accounting for the majority of the global supply.

The Industry Overview section tracks the production and export growth of China's mobile phone novelties and cases. It also discusses the latest developments in the industry in terms of designs, materials and prices.

Guangdong province is the main production hub for mobile phone accessories, although suppliers are also based in Zhejiang, Hubei, Fujian, Shandong and Anhui. Makers of batteries and cases are estimated to make up the largest percentage of the total accessory supplier base.

In this report

- 28 in-depth company profiles
- 45 additional suppliers
- 112 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 profile, 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 email.

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 capabilities 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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INDUSTRY OVERVIEW

The strong market performance of mobile phones worldwide continues to fuel China's mobile phone accessory market. With the global mobile phone user base estimated by ITU at 4 billion as of end-2008—or about half of the world population—demand for accessories to go with these mobile phones will remain strong. Worldwide shipments breaching the billion-dollar mark at 1.29 billion units in 2008, based on data from iSuppli, also augur well for China's mobile phone accessory industry.

China is a major production and export base for mobile phone accessories. Its supply range covers the entire product spectrum from audio accessories, antennas, housings to cases, and even novelties. Actual export figures are not available because these products are not tracked by customs, but mobile phone cases take up the largest share of the total accessory supply. The market size of mobile phone cases is reflected in its huge supplier base of more than 1,000 companies.

Production in China, particularly for mobile phone cases, will continue to rise as makers strive to match users' proclivity to personalize their mobile phones even as they scramble to upgrade to the latest models. The number of models of mobile phone

cases is in the thousands but, as with novelties, designs that appeal to females slightly outnumber those targeted at males. China suppliers typically target the low-end and midrange markets, but more are diversifying to high-margin models for high-end and niche markets. Specialized or custom production is widespread and for the large part, buyers dictate the choice of material.

Despite the positive market outlook, however, suppliers are giving out conservative growth forecasts in view of the drop in order volumes in 2008. Some companies reported 40 to 60 percent decline in the volume of orders in Q2 2008, compared with the same period in 2007. In the past, China suppliers said that they can start plotting out next year's production schedule as early as October of the previous year. Lately, most makers can only begin planning a month ahead due to wildly fluctuating costs and the unstable US economy. The US is China's top export market with about 70 percent export share.

Many companies are reducing their production costs to remain competitive. Makers of silica gel and crystal cases and novelties are planning to purchase their own molding and injection equipment in order to better manage

Supplier summary

Suppliers surveyed	28
Export sales	\$192.9mn
Export ratio	74%
OEM business	53%
Capacity utilized	51%
Annual R&D spending	\$12.9mn
Full-time employees	20,325

Data: All surveyed suppliers

their cost. The substantial decline in late 2008 in the price of crude oil, which affects the cost of plastics such as PU, PVC, EVA, nylon and TPU, is expected to help companies control cost and stabilize their end-product prices.

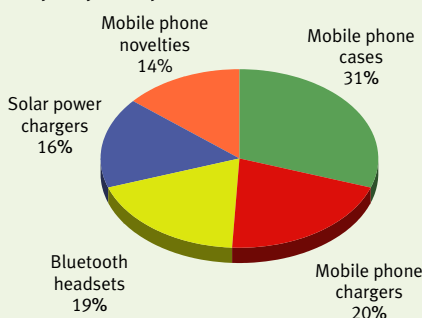
Leather models dominate supply of mobile phone cases

Mobile phone cases from China can be categorized based on applications and materials used. In terms of applications, China's supply comprises specialized mobile phone cases targeted at specific mobile phone brands and models, and universal cases, which adopt the one-size-fits-all concept. Almost all China suppliers carry both product types, but the majority of companies concentrate on the more cost-efficient versatile type. Some offer multipurpose cases that fit mobile phones, portable media players (PMPs), PDAs and other compact handheld devices.

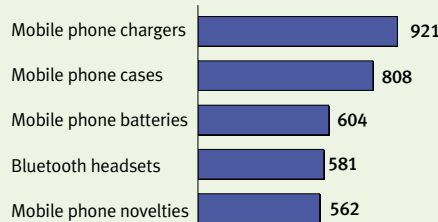
Global Sources metrics

The following metrics are taken from online buyer and supplier activity in the mobile phone accessory category for October 2008. Visit [Global Sources Online](#) and sign up for Product Alert to receive the latest supplier postings. Use the Product Search function to find more mobile phone accessories, and send inquiries directly to verified exporters.

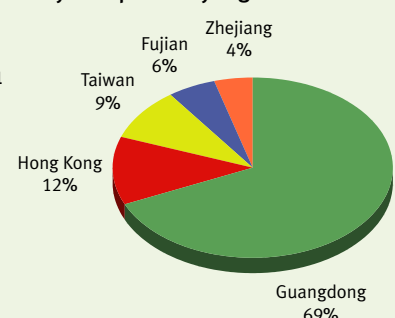
Top buyer requests



Top product profiles



Buyer inquiries by region



Results are derived from buyer and supplier website activity on [www.globalsources.com](#)

Beelan Enterprise Co. Ltd

Mobile phone accessories account for 40 percent of Beelan's total annual sales. In 2007, the company generated \$1.4 million in sales revenue from the line, with \$1.35 million coming from exports. The company mainly caters to clients in North America, the EU, Eastern Europe, the Asia-Pacific region and the Middle East.

Beelan operates two factories with production facilities for cases, novelties, batteries, chargers, headsets, handsfree kits, cables and adapters. Of these, cables and adapters account for the bulk of the company's total

mobile phone accessory output. The total monthly capacity for accessories reaches 200,000 units.

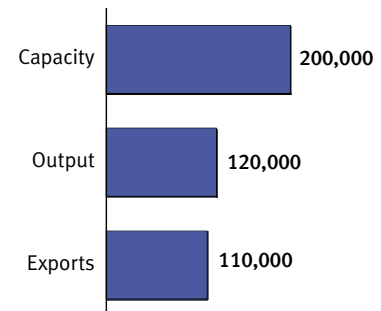
Beelan has 200 employees, five of whom are engaged in product development activities. About \$150,000 is allotted to R&D each year. This represents 4.3 percent of Beelan's annual sales.

The company plans to increase its annual capital expenditure by up to 50 percent in the coming months. Exports are also expected to increase by less than 10 percent in the next 12 months.

Profile

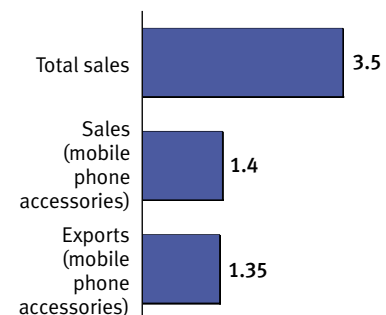
Production

units/mth



Sales

\$mn/year



Contact details

Business contact

YU Birdie

Phone

(86-755) 8329-7558

Fax

(86-755) 8329-7550

E-mail

sales@beelan.com

beelan@globalsources.com

URL

www.beelan.com

www.globalsources.com/beelan.co

Address

Rm 1128-1129, International Culture Bldg, Shennan Rd, Futian Dist, Shenzhen, Guangdong, China

Company facts

Year established	2001
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shenzhen (Guangdong)
Number of factories	2
Factory location(s)	Shenzhen (Guangdong)
Total factory area	3,000sqm
No. of full-time employees	200
No. of R&D/design staff	5
QC staff	19
Annual sales (all products)	\$3.5mn
Annual R&D spending	\$150,000
ISO certification	No

Sales & output: Mobile phone accessories

Annual sales	\$1.4mn
Share of total sales	40%
Annual export sales	\$1.35mn
Total monthly capacity	200,000 units
Average monthly output	120,000 units
Capacity utilized	60%
Average monthly exports	110,000 units
Export ratio	92%
OEM % of exports	40%
ODM % of exports	40%
OBM % of exports	20%
Other products made	FM transmitters, laptop cases, MP3 cases, portable speakers

Capability

Production checklist

Mold making	Yes
SMT	Yes
PCB making/design/ subassembly	No
Plastic injection	Yes
Software design	Yes
Silkscreen/offset printing	Yes
Final assembly	Yes
Acoustics performance test	No
QC/QA testing	Yes

Exports by product

Cases & novelties	5%
Batteries & chargers	5%
Headsets & handsfree kits	20%
Cables & adapters	70%

Exports by market

North America	30%
European Union	30%
Europe (non-EU)	10%
Asia-Pacific	10%
Middle East	10%
Other	10%

Outlook

- **Export prices**
Increase
- **Export price increase**
5-10%
- **Export sales**
Increase less than 10%
- **Target market**
Asia/Pacific
- **Capital expenditure**
Increase up to 50%
- **Major challenge**
Design copying/piracy
- **Export capability**
Improve operating efficiency
- **R&D focus**
Use of new materials

Popular export models



Cases

Model	BLBBSK1003
Minimum order	1,000 units
Packaging type	Gift box or bulk packaging
Delivery time	3 days
Indicated price	•

Description: Compatible with BlackBerry 9000; 100% silicon case; fingerprint design, keystroke and screen cut-out; available in black, blue, red, pink



Case

Model	BLBBLEA004
Minimum order	1,000 units
Packaging type	Gift box or bulk packaging
Delivery time	4 days
Indicated price	•

Description: Compatible with HTC Touch Diamond; high-grade PU leather material; removable belt clip



Cases

Model	BLGGLEA001
Minimum order	1,000 units
Packaging type	Gift box or bulk packaging
Delivery time	4 days
Indicated price	•

Description: Compatible with Google Android G1; super PU outside material, velvet inside material; flip style, with plastic holder and belt clip

• Information not disclosed

PRODUCT GALLERY

Cases & novelties



Beelan

(profile page 24)

Model: BLBBSK1003

Minimum order: 1,000 units

Packaging type: Gift box or bulk packaging

Delivery time: 3 days

Indicated price: •

Description: Compatible with BlackBerry 9000; 100% silicon material; fingerprint design, keystroke and screen cut-out; available in black, blue, red, pink



Beelan

(profile page 24)

Model: BLBBLEA004

Minimum order: 1,000 units

Packaging type: Gift box or bulk packaging

Delivery time: 4 days

Indicated price: •

Description: Compatible with HTC Touch Diamond; high-grade PU leather material; removable belt clip



Beelan

(profile page 24)

Model: BLGGLEA001

Minimum order: 1,000 units

Packaging type: Gift box or bulk packaging

Delivery time: 4 days

Indicated price: •

Description: Compatible with Google Android G1; super PU outer material, velvet inner material; flip style, with plastic holder and belt clip



Dazec

(profile page 32)

Model: DZ-CA3132

Minimum order: 500 units

Packaging type: Blister

Delivery time: 14 days

Indicated price: •

Description: Compatible with most mobile phone models; leather or PU material; available in different sizes



Dazec

(profile page 32)

Model: DZ-CA1426

Minimum order: 500 units

Packaging type: Blister

Delivery time: 14 days

Indicated price: •

Description: Compatible with most mobile phone models; leather or PU material; available in different sizes



Dazec

(profile page 32)

Model: DZ-CA3146

Minimum order: 500 units

Packaging type: Blister

Delivery time: 14 days

Indicated price: •

Description: Compatible with most mobile phone models; leather or PU material; available in different sizes

• Information not disclosed