

Benefit from a rapid increase in camping and outdoor gear output in mainland China



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China's camping and outdoor gear suppliers are bracing for several challenges in the months ahead. Foremost among their concerns is how to maintain competitive prices without risking profitability. Increases in manufacturing outlay and the appreciation of the yuan are putting pressure on margins, forcing companies to raise quotes and take the chance that clients may source elsewhere.

Overseas, suppliers have to contend with weaker demand from the EU and the US as consumers there tighten discretionary spending amid the economic crunch.

This report covers the major products of China's camping and outdoor gear industry, namely tents, furniture, sleeping materials, picnicware, hydration devices, lights, optics and tools.

What you'll get:

- ✓ In-depth profiles of 44 verified suppliers with a comprehensive look at their manufacturing and export capability, product and market focus, verified contact details, and more
- ✓ 120 full-color images that depict popular camping and outdoor gear export models, with detailed product descriptions and minimum order requirements
- ✓ Supplier information in tabular format to help you compare suppliers at a glance
- ✓ Results of the custom-designed supplier survey, which forecasts industry trends for the next 12 months
- ✓ An extensive overview of the industry discussing the main challenges facing suppliers
- ✓ An in-depth examination of the supplier base highlighting key characteristics of the different types of companies
- ✓ Details of the primary production centers
- ✓ An update of the latest trends in design, R&D, materials and components
- ✓ A review of the key factors that influence the price and quality of low-end, midrange and high-end products
- ✓ Comprehensive pricing tables featuring export price ranges

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