global sources

China's computer accessories industry continues to grow, spurred by the robust PC market. The auxiliary sector is projected to realize a 15 to 20 percent boost in output value this year. In 2011, the figure hit more than $30 billion. By volume, the projected yield will still represent 90 percent of the global total, securing the country's hub status for the line.

With the upbeat outlook, makers sustain efforts to expand their selections, strengthening the high-end categories. They leverage the falling cost of 2.4GHz and Bluetooth chipsets to increase the production of wireless devices. Companies are optimistic widening adoption will also bring down USB 3.0 IC rates. Even so, they are preparing to release more products based on the SuperSpeed standard.

To strengthen traditional segments, suppliers are highlighting mature technology and low price.

Key findings

1. Price competition remains a key industry challenge, compounded by climbing labor and raw material costs. To cope, interviewed makers are adjusting quotes, keeping the change within 5 percent to continue attracting orders. About half of them are opting for an increase to keep margins healthy as well, and a fifth for a reduction. The other companies are retaining rates.

2. Despite rivalry and cost issues, the majority of suppliers anticipate higher export sales. About one-third of respondents expect to surpass last year's figure by more than 20 percent.

3. North America and Europe continue to be the key overseas destinations, notwithstanding the economic situation there. Manufacturers said demand from the areas stay strong. To bolster international revenue further, they are exploring opportunities in emerging markets.

4. Output of wireless mice, keyboards and digital pens is on the rise as companies emphasize enhanced connectivity with popular mobile devices such as tablet and notebook PCs.

5. In preparation for higher demand, businesses are boosting the release of USB 3.0 flash drives, hubs and multicard readers.

6. Wired and USB 2.0 variants still constitute mainstream supply in their respective categories. To boost product value, makers enhance key features further.

7. The majority of surveyed companies are raising capital expenditure.

Scope & methodology

This report covers the major products of China's computer accessories industry, namely accessories and supplies for the iPad, input and pointing devices, speakers, portable storage and memory cards, USB peripherals, PC cameras and others. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises.

The province of Guangdong is the main production center. Reflecting this structure, more than 70 percent of featured companies are based there.

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.