

The China Green Building Materials Market

Product Briefing

Contents

- Product Overview
- Market Snapshot
- Market Dynamics
- Drivers and Inhibitors
- Purchasing the Study



Green Building Materials in China

This LPS provides an in-depth understanding of the market for five types of construction materials in Mainland China which reduces a building’s energy load, termed “Green Building Materials (GBM)”. The report is based on a study of the production, sales, distribution and application of five green building materials that are representative of all green building materials across multiple regions and industry sectors (target market). A quantitative and qualitative assessment of the following are included:



- Market Figures
- Competitive Analysis
- Channel Analysis
- Analysis by Product Segment
- Growth Rates & Forecasts
- Market Opportunities

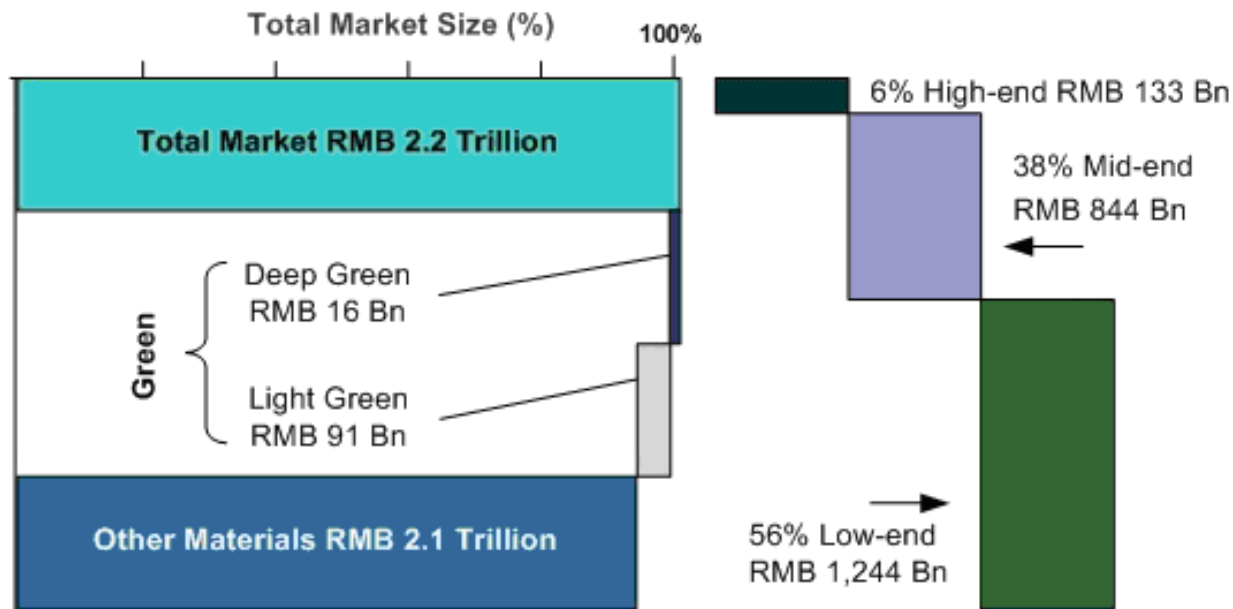
The following figure shows a breakdown of the interviews conducted for this study.

Interviewed Companies include:	
Asahi	Shanghai Ytong
Beijing AAC	Shenzhen Chuangyi
Faininger	Shenzhen Topray Solar
Gevergel	Tianjin Great Asia
Jiangyin Qiazi	Tianjin Jinneng Solar Cell
Nanbo Glass	Xi’an City Anqing Plastic
Owens Corning	Xinyi Glass
Pilkington	Zhejiang Kaiyuan

Interview Sampling

Target Groups	Companies (No.)
Suppliers	48
Channel & Influencer	32
Other	7
Total	87

The total building materials market in China is estimated at RMB 2.2 Trillion. Of this, approx. 5% is consisted by the GBM market

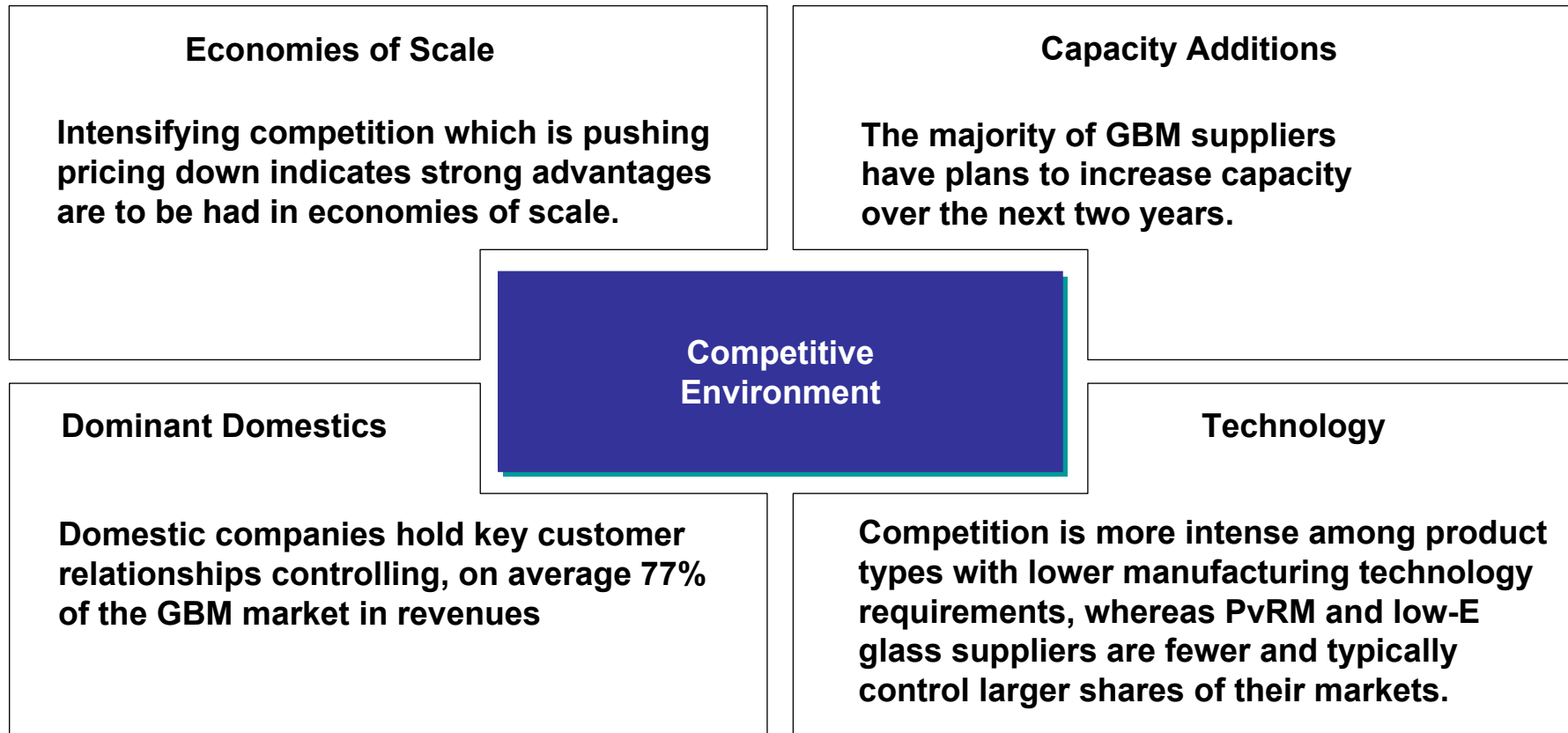


For this study, target products (Deep Green) are as follows: Expanded Polystyrene (EPS), Extruded Polystyrene (XPS), Autoclaved Aerated Concrete (AAC), Photovoltaic Roofing Membrane (PvRM), and Low-E Glass.

Definitions

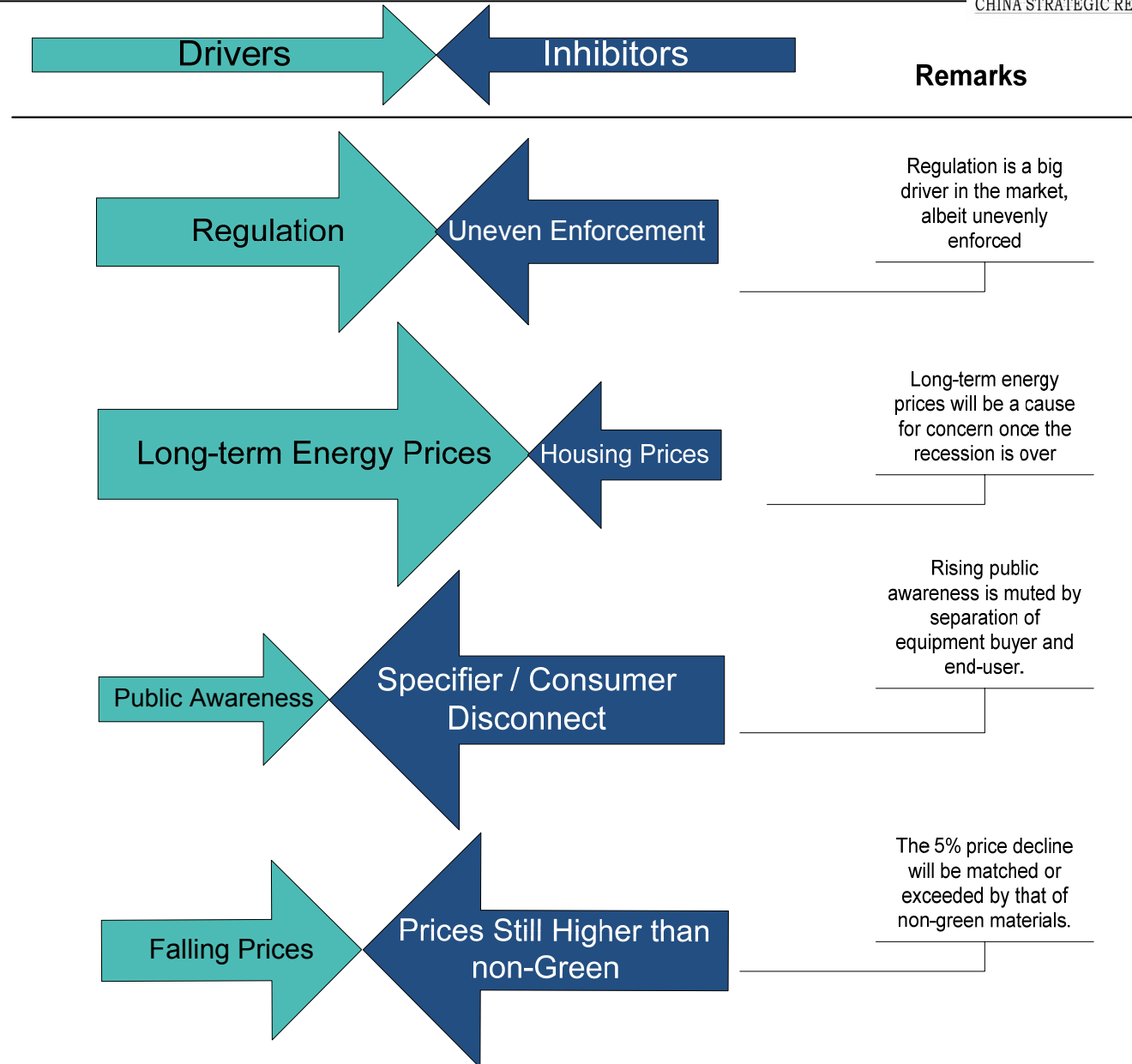
- o **Deep Green.** Construction materials that contribute toward energy conservation and minimize environmental degradation.
- o **Light Green.** Construction materials with ‘green’ characteristics, but have an indirect impact on energy consumption or are sub-best-in-class.
- o **Target Market.** ‘Deep’ green building materials market in China, exclusive of exports. Must be high-end, or best-in-class products and they must contribute toward energy conservation during use.

Competition is very strong and becoming more intense as many suppliers still intend to increase production capacity. This is in spite of the specter of weakened global consumption and is forcing prices down and squeezing profit margins.



Drivers & Inhibitors

“regulation drives, participant disconnect inhibits”



Purchasing the Study



This Study is priced at:

Complete Study:	RMB 19,700	Executive Summary:	RMB 8,650
Aggregate Analysis:	RMB 13,400	Supplier Profiles:	RMB 11,530
Competitive Analysis:	RMB 9,270	Influencer Analysis:	RMB 8,140
Product Segments Analysis (each):	RMB 7,250		<i>Plus Tax</i>

Major areas covered include:

- Market size and shares
- Five-year Projections
- Market Structure
- New vs Replacement sales
- Pricing trends
- Distribution
- Consumption
- Assessment of key suppliers

Contact:

Beijing

No., 2 Jiuxianqiao Rd.
Chaoyang District, P.O. Box 8502
Beijing, China 100015
T: 86-10-5978-9958 (ext. 822)

Shanghai

Room 10A3 Yu Jia Building
No. 1336 Huashan Rd.
Shanghai, China 200052
86-21-6213-1036

LPS@GCiS.com.cn