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World Elevators

Industry Study with Forecasts for **2015 & 2020**

Study #2832 | January 2012 | \$5900 | 287 pages

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Gains in world elevator and escalator equipment and services demand will benefit from continuing strong growth in developing regions and recoveries in many developed countries.

World demand to rise 6.4% annually through 2015

Global demand for elevator equipment (including escalators) and services is projected to rise 6.4 percent per year through 2015 to \$90 billion. Gains will benefit from continuing strong growth in developing regions and recoveries in many developed countries from recessionary conditions. Even stonger advances will be prevented by a deceleration in average elevator price growth. Unit sales of passenger and freight elevators are projected to expand 7.5 percent annually to 920,000 in 2015

Energy-efficient, in-home elevators to lead gains

Energy-efficient elevators will see strong sales growth through 2015. In-home elevator sales will also see healthy gains due to a rising elderly population in the developed world. Machine room-less (MRL) elevators will continue to increase their penetration of the global elevator market through 2015, and will dominate the market in the ensuing years. Current generation MRL elevators were introduced in the mid-1990s, and subsequent technological improvements have made them amenable for use in most types of buildings. Moreover, the space and energy saving benefits of MRL elevators are becoming highly relevant in today's increasingly environmentally aware world.

World Elevator Equipment & Services Demand, 2015 (\$90 billion)



China to remain largest elevator, escalator market

China will solidify its position as the world's largest national elevator market, with domestic demand growing over twelve percent per year. The country will add over 90 million new urban residents by 2015, and elevator demand tends to be heavily concentrated in urban centers. India will also see strong growth, with its urban population expected to increase by 45 million people by 2015.

China will also maintain its position as the world's largest escalator market. The country is expected to continue to see major expansion in its public transportation infrastructure, with government

plans to build well over 50 new airports by 2015, and significantly expand the country's burgeoning high-speed railway network.

Growth in US demand for elevator equipment and services will outpace most developed countries through 2015, but gains will be coming off a very weak base due to the country's 2009 recession and weak recovery in 2010. Demand growth in Japan and Western Europe will lag the world average through 2015, although the Japanese equipment market will post significant recovery in comparison to the performance of the 2005 to 2010 period.

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Sample Text, Table & Chart

ASIA/PACIFIC

China: Passenger/Freight Elevator Demand

In 2010, China possessed a stock of 1.5 million elevators, accounting for 14 percent of the global stock. More impressively, China accounted for almost 45 percent of unit global elevator sales in 2010.

On a per urban capita basis, however, China had roughly as many elevators as the US (despite the latter's weak building construction sector since 2006), and just 16 percent as many elevators as Europe. This implies significant potential for further rapid market growth.

Demand for new passenger and freight elevators is forecasted to reach 200 units. New passenger elevator growth in buildings is expected to be the gains of the passenger and freight elevators between 2010 and 2015.

Virtually all of the world's major elevator producers have received large-scale orders from China in recent years. In April 2011, KONE won a major order to supply 178 KONE MONOSPACE elevators and 226 KONE TRANSITMASTER escalators to 46 railway stations across China. The stations are part of China's national high-speed network connecting cities in eight provinces. KONE started to install the elevators and escalators in 2011 and the stations are scheduled to open in 2012.

In the third quarter of 2011, Schindler signed a contract for 10,000 elevators and 50 escalators for a multi-purpose complex in Chengde, capital of Sichuan province. The installation of the elevators and escalators will commence in January 2013. Also in 2011, Schindler won a contract for 46 percent of Xuchang Xiji Elevator, a company which produces 10,000 elevators and 4,000 escalators each year. The acquisition of Xuchang Xiji Elevator is expected to increase Schindler's market share in China.

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SAMPLE TEXT

TABLE VI-4

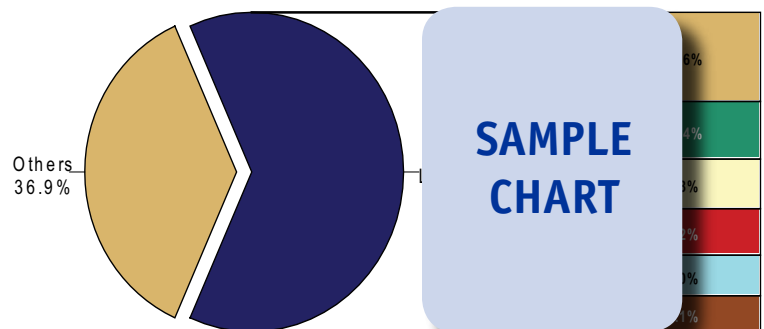
CHINA: ELEVATOR SUPPLY & DEMAND
(million dollars)

Item	2000	2005	2010	2015	2020
Gross Domestic Product (bil 2009\$)	25,000	35,000	45,000	55,000	65,000
\$ GDP/capita	1,000	1,400	1,800	2,200	2,600
Population (million persons)	1,200	1,300	1,400	1,500	1,600
% urban	40	45	50	55	60
Urban Population (million persons)	480	585	700	825	960
\$ elevators/000\$ GDP	0.0004	0.0006	0.0008	0.0010	0.0012
\$ elevators/urban capita	0.0008	0.0012	0.0016	0.0020	0.0024
Elevator Equipment/Services Demand	100	150	200	250	300
% equipment	10	15	20	25	30
Elevator Equipment Demand	90	135	180	225	270
- imports	10	15	20	25	30
+ exports	0	0	0	0	0
Elevator Equipment Shipments	150	200	250	300	350

SAMPLE TABLE

CHART VIII-1

WORLD ELEVATOR MARKET SHARE, 2010
(\\$66 billion)

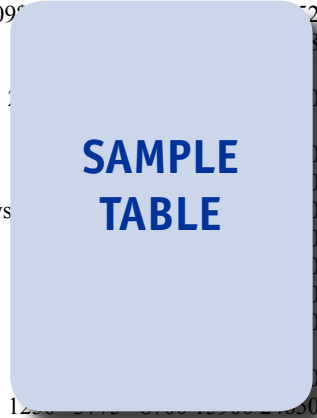


SAMPLE CHART

Sample Profile, Table & Forecast

TABLE VI-8
CHINA: ELEVATOR DEMAND BY TYPE & MARKET
 (million dollars)

Item	2000	2005	2010	2015	2020
Building Construction Expend (bil 2009 \$ elevators/000\$ construction					
Elevator Equipment/Services Demand					
By Type:					
Equipment					
Passenger & Freight Elevators					
Escalators & Moving Walkways					
Other Equipment & Parts					
Services					
Installation					
Modernization & Repair					
By Market:					
Residential					
Nonresidential					



COMPANY PROFILES

Canny Elevator Company Limited
 No. 888 Kangli Road
 Fenu Economic Development Zone
 Wujiang,
 China
 86-512-6
 http://wv

SAMPLE PROFILE

Sales: \$
 Employr

Key Proc... ential and freight
 elevators; escalators, and moving walkways

Canny Elevator is a designer, manufacturer, marketer and installer of elevators, escalators and moving walkways.

The Company's elevator offerings include passenger, panorama, hospital, residential and freight types. Among passenger elevators are CANNY SWIFT KLK1 models for medium- and high-grade apartment buildings; CANNY KLKS Silver Swallow small machine room types; and CANNY Blue Leopard high-speed commercial elevators for medium- and high-grade buildings. The Company's CANNY panorama elevators feature 270-degree safety glass for use in shopping centers, office buildings and other areas, and are available in standard, small machine room and machine room-less varieties. Hospital elevators from Canny Elevator, which are designed to be large enough to transport patients in hospital beds, feature variable voltage and variable frequency inverter control technologies to provide smooth elevator starts and stops. The Company's residential elevators are machine room-less types for use in homes, villas and duplex apartments. Canny Elevator's freight elevators feature side-opening or double-folded center-opening

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"The market for elevator equipment and services in China is forecast to grow 12.1 percent per year through 2015 to \$23.7 billion, the second fastest performance in the world after India. China is expected to account for 43 percent of additional global demand generated between 2010 and 2015.

Although the service sector will post faster gains than the equipment sector, the latter will continue to account for ..."
 --Section VI, pg. 125-6

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OTHER STUDIES

World Robots

Global robot demand will rise 10.5 percent annually through 2016 to \$20.2 billion. Five countries -- the US, Japan, Germany, China, and South Korea -- will continue to dominate demand, with the US remaining the largest national market. Smaller, less expensive service robots will outpace more sophisticated, high-value industrial and medical robots. This study analyzes the \$12.3 billion world robot industry, with forecasts for 2016 and 2021 by type, market, world region and for 14 countries. The study also evaluates company market share and profiles industry players.
 #2950December 2012 \$6100

World Material Handling Products

Global demand for material handling products is forecast to climb 4.0 percent annually through 2016 to \$123.6 billion. Opportunities will be best for sales of advanced equipment such as automated conveyors and automated guided vehicles. Among national markets, India and China will see the fastest gains. This study analyzes the \$101.4 billion global material handling product industry, with forecasts for 2016 and 2021 by product, market, world region and for 24 major countries. This study also evaluates company market share and profiles industry participants.
 #2919 August 2012 \$6300

World Agricultural Equipment

World demand for agricultural equipment is expected to increase 6.8 percent per year through 2016 to \$175 billion. The Asia/Pacific region -- led by China and India -- will be the fastest growing market, followed by Central and South America. Plowing and cultivating machinery will be the fastest growing product type. This study analyzes the \$126 billion world agricultural equipment industry, with forecasts for 2016 and 2021 by type, world region and for 20 major countries. The study also evaluates company market share and profiles industry participants.
 #2892June 2012 \$6100

Construction Machinery in China

Demand for construction machinery in China is expected to rise 6.2 percent annually to 387 billion yuan in 2015. Cranes and excavators -- the dominant segment -- will be the fastest growing type, along with mixers and related equipment. The Central-East region will remain the largest market, while the Northwest region will grow the fastest. This study analyzes the 287 billion yuan construction machinery industry in China, with forecasts for 2015 and 2020 by product and region. The study also evaluates company market share and profiles industry participants.
 #2855 May 2012 \$5400

World Mining Equipment

The world market for mining equipment is projected to climb 8.5 percent annually through 2015 to \$92 billion. The Asia/Pacific region will remain the fastest growing market. Metals and coal mining will lead gains by application. Mining drills and breakers will pace demand among product segments. This study analyzes the \$61 billion world mining equipment industry, with forecasts for 2015 and 2020 by application, product, world region and for 31 countries. The study also evaluates company market share and profiles industry competitors.
 #2840January 2012 \$6200

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