

# NEWS RELEASE



**For Immediate Release**

**Contact:**

**Corinne Gangloff**  
**Media Relations**  
phone: +1 440.684.9600  
fax: +1 440.646.0484  
pr@freedoniagroup.com

## **DEMAND FOR PLUMBING PRODUCTS IN CHINA TO REACH 121 BILLION YUAN IN 2012**

**Demand for plumbing products in China is projected to increase 9.9 percent per annum through 2012 to 121 billion yuan, outpacing growth in most other parts of the world.** In fact, China is expected to account for over one-half of the increase in global demand to 2012. Market advances will be driven primarily by healthy gains in Chinese building construction activity as industrialization efforts continue and income levels rise. Gains will also be supported by ongoing trends toward multiple bathrooms and larger kitchens in dwellings and further penetration of items such as bathtubs and showers in Chinese homes. The residential market accounted for more than 70 percent of plumbing product demand in 2007, and will continue to dominate demand through 2012. These and other trends are presented in ***Plumbing in China***, a new study from **The Freedonia Group, Inc.**, a Cleveland-based industry research firm.

**Plumbing fixtures made from plastic materials, including fiberglass and acrylics, will see value demand rise more than 15 percent annually through 2012,** the fastest of any material category. Gains will benefit from the material's substitution for other materials (particularly vitreous china) and from the dominance of plastics in rapidly expanding product segments such as bathtubs and shower fixtures. Metal fixtures volume will also provide solid growth prospects, supported by the material's strong position in sink fixtures as well as its use in bath and shower fixtures.

**Demand for plumbing fixtures is projected to reach 68.5 billion yuan in 2012,** driven by strong advances in China's building construction market. The installed stock of plumbing fixtures in China will also support replacement demand, despite the manufacture of higher quality, longer lasting fixtures. Increasing penetration of higher

value fixtures such as bathtubs and shower fixtures will bolster gains, spurred by rising income levels and the continuing modernization of lifestyles in China.

**Demand for plumbing fittings is anticipated to expand 9.6 percent per year through 2012 to 52.5 billion yuan**, driven by a strong construction market and further supported by a healthy outlook for aftermarket demand. Additionally, new product introductions will help generate demand for plumbing fittings.

<b>PLUMBING PRODUCT DEMAND IN CHINA (million yuan)</b>					
Item	2002	2007	2012	% Annual Growth	
				2002- 2007	2007- 2012
Plumbing Product Demand	<u>38.30</u>	<u>75.55</u>	<u>121.00</u>	14.6	9.9
Plumbing Fixtures	22.00	42.40	68.50	14.0	10.1
Plumbing Fittings	16.30	33.15	52.50	15.3	9.6

© 2008 by The Freedonia Group, Inc.

***Plumbing in China*** (published 12/2008, 259 pages) is available for \$5,100 from The Freedonia Group, Inc., 767 Beta Drive, Cleveland, OH 44143-2326. For further details, please contact Corinne Gangloff by phone 440.684.9600, fax 440.646.0484 or e-mail [pr@freedoniagroup.com](mailto:pr@freedoniagroup.com). Information may also be obtained through [www.freedoniagroup.com](http://www.freedoniagroup.com).

###

A limited license to use or reprint information from this news release is granted to you provided attribution for the same – including, if possible, the price of the report – is given to The Freedonia Group, Inc. (Cleveland, OH). We would also appreciate the courtesy of receiving a copy of the article or publication in which we appear.