

Business Information of Christmas Products

2011

Made-in-China.com
中国制造网



Business Information of Christmas Products

Traditional Christmas Gifts and Trimmings include candles, calendars, Christmas cards, Christmas lamps, Christmas decorations, candy, desserts, toys, jewelry, kitchenware, cosmetics and so on. In recent years, sporting goods and consumer electronics such as DVDs, mobile phones, digital cameras, PSP, game software, etc. are now becoming people's first choice for Christmas gifts. Moreover, some novelty electronic products are becoming more and more popular, as well.

According to the results of a public opinion research study carried out by TV Pictorial, 73% of Germans will give books or CDs as Christmas gifts, while 54% will give clothes; 42% prefer cosmetics and 21% of the people prefer computers and accessories, another 13% of people tend to choose home consumer electronics, 7% of Germans like mobile phones, 5% of people tend towards DVDs and 4% lean to video cameras as Christmas gifts.

China is an important producer of global Christmas products and Guangdong Province is the national production / export leader. The export volume of Christmas products accounts for 60% of Guangdong's total exports. Zhejiang Province is also famous for its Christmas product exports, represented by Yiwu city – the largest Christmas products exporting zone globally; covering half of the global market, 70% of the US market and more than 40% of the European market. Yiwu has approximately 400 individual enterprises and companies related to Christmas products, among which more than 200 enterprises are manufacturers. The annual output reaches 2.5 billion RMB with annual overseas sales of over 2 billion RMB. Christmas products include Christmas toys, Christmas trees, Christmas clothes and Christmas lamps. There is a variety of more than 10 thousand types of goods related to Christmas.

Preliminary statistics from the Yiwu Christmas Product Industry Association shows that after the financial crisis more than 100 Christmas merchandise producing enterprises appeared in Yiwu, due to business reversals, most among which came from Guangdong, Wenzhou and Taizhou. According to the data available, Yiwu has more than 200 companies exclusively specializing in Christmas products, with an annual output of more than 2.5 billion RMB and annual export sales of over 2 billion RMB, Yiwu is now the largest exporting region of Christmas products in Zhejiang Province.