

Indian Fastener Market Trade

印度扣件市场贸易

Introduction

India is the second most populous country with over 1.2 billion population in the world, and its GDP is 1.996 trillion USD which places it as the third largest economy in the world. This country has over USD 300 billion export and around USD 491 billion import.

The main partners of India in export and import are specified in the following Table 1 表1:

Export from India to 印度出口至		Import to India from 进口至印度	
Country 国家	% in total export 占总出口比	Country 国家	% in total import 占总进口比
EU 欧盟	16.8%	China 中国	11.1%
USA 美国	12.8%	EU 欧盟	11.1%
UAE 阿联	12.4%	UAE 阿联	7.7%
China 中国	5.1%	Saudi Arabia 沙乌地阿拉伯	6.7%
Singapore 新加坡	4.7%	Switzerland 瑞士	5.9%

This survey will study India's partners and their value shares in Indian market.

India's Export / Import

Export Sector

Following table 2 shows exported fasteners from India with HS code 7318, as the most commonly used fasteners.

table 2 表2

Commodity 货品	2012-2013 年 (Million USD / 百万美元)	%Share 出口占比 (%)	2013-2014 年 (Million USD / 百万美元)	%Share 出口占比 (%)	%Growth 成长率 (%)
7318	621.99	0.2071	768.14	0.2443	23.5
India's Total Export 印度总出口额	300,400.68	---	314,405.30	---	4.66

The statistics depict that India's total export had grown equal to 4.66% during 2012 to 2014, but the highlighted point is 23.5% growth of exported fasteners. In a simple word, it can be estimated that the fastener market grew up 5 times faster than the average of other industries.

The share of Indian exported fasteners of the whole Indian export was around 0.21% during 2012-2013. It has increased more than 0.24% during 2013-2014 (see graph 1).

Import Sector

India's import had decreased 8.26% during 2012-2014. Imported fastener has also shown 4.63% decrease in the same period of time. Although imported fastener decline is lower than the average of the whole imported stuff in India, it will be a sign for fasteners exported to India and in fact Indian market is not a stable market for them (see following table 3).

概要

印度属世界第二人口大国，总人口数超过12亿人，且国民生产毛额达1兆9,996万美金，使其成为全球第3大经济体。印度出口值超过3,000亿美金，进口值约4,910亿美金。

印度进出口主要贸易伙伴如下表1，此项调查将研究印度贸易伙伴和其在印度市场的价值比：

印度进出口

出口

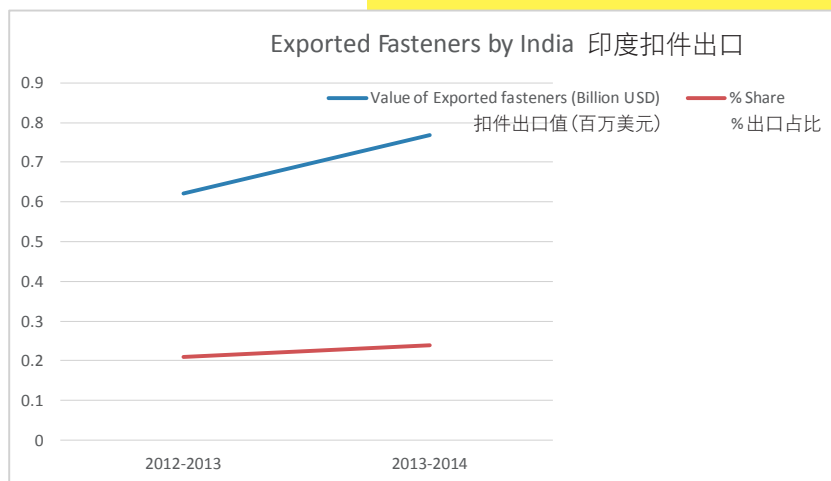
表2显示从印度出口海关编码7318的常用扣件产品。

统计显示2012至2014年间，印度总出口额成长4.66%，但重点是出口扣件部分成长23.5%。简单地讲，预估扣件市场将比其他产业平均成长快5倍。

2012至2013年印度出口扣件在其总出口额上约是0.21%，在2013至2014年间则增加超过0.24% (见图1)。

进口

2012至2014年间印度总进口下滑8.26%。同期扣件进口也显示下滑4.63%。虽然扣件进口下滑的幅度没有比印度总进口下滑的幅度来得高，但对出口扣件至印度的厂商来说也是种警讯，也就是印度市场对他们来说不是稳定市场 (见表3)。



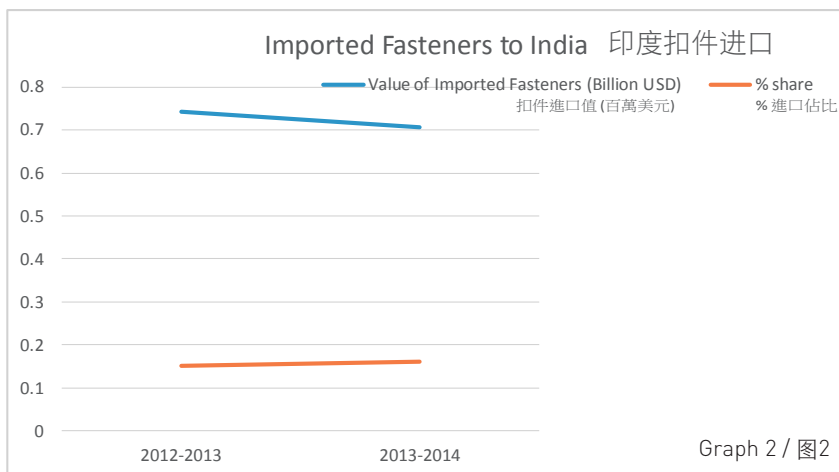
Graph 1 / 图1

Table3 表3

Commodity 货品	2012-2013年 (Million USD / 百万美元)	%Share 进口占比(%)	2013-2014年 (Million USD / 百万美元)	%Share 进口占比(%)	%Growth 增长率(%)
7318	742.04	0.1512	707.69	0.1572	-4.63
India's Total Import 印度总进口额	490,736.65	-	450,199.79	-	-8.26

有趣的是在该表中虽然印度自身扣件进口值有所下降,但是这些产品的市占比却上升0.006%(参考图2)。

The interesting point in this table is that although India's imported fastener value decreased, the percentage of its market share increased 0.006% (refer to the following graph 2).



印度进出口贸易伙伴

出口

1.首先,印度的主要贸易伙伴是阿联,双方在2012年至2014年间的扣件贸易值已增加了130%。阿联是著名的贸易(非制造)国家,因此,该国并非印度扣件的终端用户。换句话说,印度制造商没有坚强的批发通路,因此像台湾这种以贸易为主的国家都可以进入该市场。

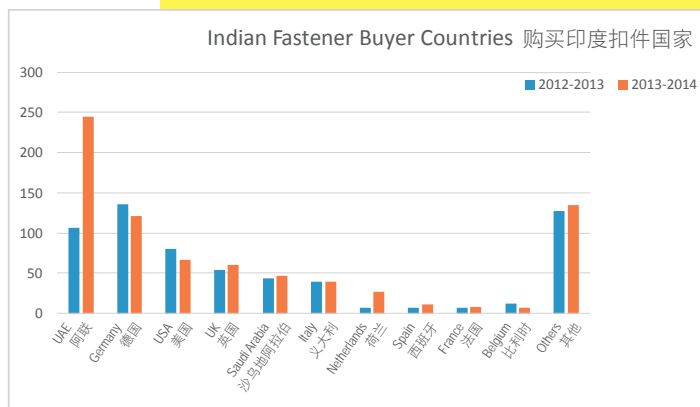
2.印度出口扣件终端用户德国和美国已经减少了来自印度的采购。这项统计证明了第1项的论述。

India's Export/Import Partners

Export Sector

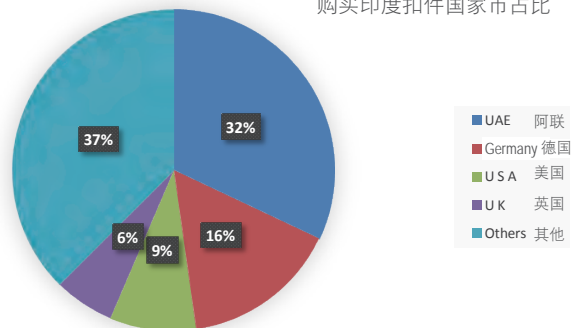
The following table 4 shows countries to which India exports their fasteners. 表4.显示印度出口扣件的国家

Country 国家	Values in US\$ Million 出口值(百万美元)		
	2012-2013年	2013-2014年	%Growth 增长率(%)
UAE 阿联	106.54	245	130%
Germany 德国	136.29	121.4	-11%
USA 美国	80.6	66.38	-18%
UK 英国	54.6	60.49	11%
Saudi Arabia 沙乌地阿拉伯	43.39	47.15	9%
Italy 义大利	39.6	39.23	-1%
Netherlands 荷兰	7.16	27.28	281%
Spain 西班牙	7.12	10.71	50%
France 法国	6.62	8.29	25%
Belgium 比利时	12.09	7.52	-38%
Others 其他	127.93	134.6	5%
Total 总计	621.94	768.1	23.5



Market Share of India's Fastener Buyer

购买印度扣件国家市占比



The points of India's exported fastener table:

1. First of all India's main partner is UAE, their trading value in fasteners has increased 130% during 2012-2014. UAE is a famous country for trading rather than manufacturing; therefore, this country is not an end user of Indian fasteners. In other words, Indian manufacturers do not have strong distribution channels, so the countries that are strong in trading field like Taiwan, they can enter this market.

2. Germany and USA as end users of India's exported fasteners have decreased their purchasing from India. This statistics prove the claim of item 1.

Import Sector

Following table 5 shows the main countries that have fastener export to India.

表5.显示印度进口扣件主要来源国：

Country 国家	Value in Million US\$ 进口值(百万美元)		
	2012~2013年	2013~2014年	%Growth 成长率(%)
Japan 日本	156.4	143.28	-8%
China 中国	126.27	122.18	-3%
Germany 德国	87.66	86.4	-1%
S. Korea 南韩	80.17	72.21	-10%
UK 英国	49.84	51.73	4%
USA 美国	46.96	49.93	6%
Italy 义大利	26.85	26.21	-2%
Taiwan 台湾	24.91	24.62	-1%
France 法国	18.35	23.44	28%
Thailand 泰国	19.33	21.45	11%
Others 其他	105.27	86.21	-18%
Total 总计	742.01	707.66	-4.63

If we assume that Taiwanese fasteners have reasonable quality and price, then the big question of India's imported fastener table is that: Why countries like Germany, Japan, etc. with expensive fasteners can export more than Taiwan to India? This can be a big challenge for Taiwanese traders to check their distribution channels and find their gap in this case.

Conclusion

Based on the statistics, it is clear that Indian manufacturers could develop their market but their main problem is in their distribution channel. This challenge can be a good opportunity for Taiwanese traders to increase their market share in India; on the other hand, Taiwanese traders and manufacturers could not manage Indian market well; therefore, I will suggest that Taiwanese company should have a feedback to their companies' strategies and revise them as well.

进口

如果我们认定台湾扣件具备合理品质和价格,那么上列关于印度扣件进口来源国的表就会呈现一个大问题,也就是,为何德国日本等扣件出口价格偏高的国家出口至印度的值会比台湾来得高?对台湾贸易商来说将是一项挑战,必须加以检视他们的批发通路并找出这部分的缺陷。

结论

根据这些统计,可以清楚看到印度制造商可以开发自身市场,但主要问题还是在批发通路。这项挑战对台湾贸易商增加在印度市占率是绝佳机会,但另一方面,台湾贸易商和制造商目前并没有充分掌握印度市场。因此笔者建议台湾厂商应该省视自身发展策略并加以修正。

