



# **Research and Forecast of China Electric Scooter Industry, 2014-2018**

**(Sample)**

Huidian Research

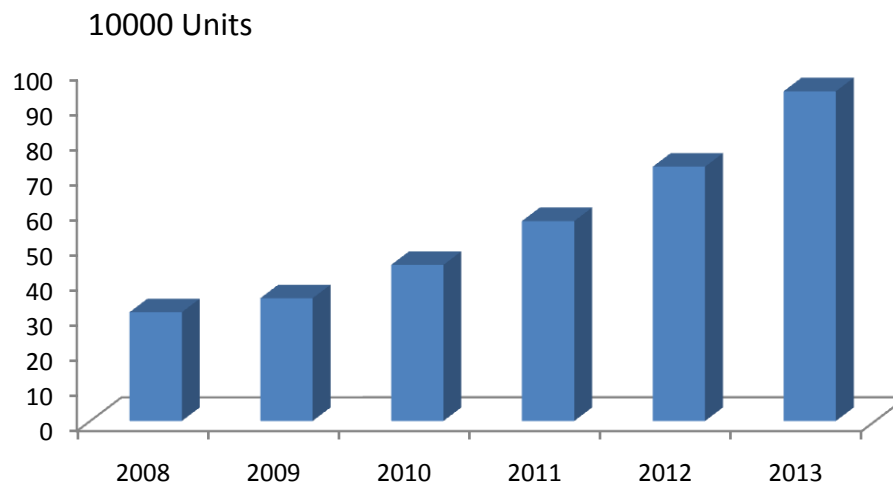
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## 5. Supply and Demand in China's Electric Scooter Market

### 5.1 Supply Situation

#### 5.1.1 Supply Situation

**Fig. 12 China's Supply Situation of Electric Scooter Industry, 2008-2013**



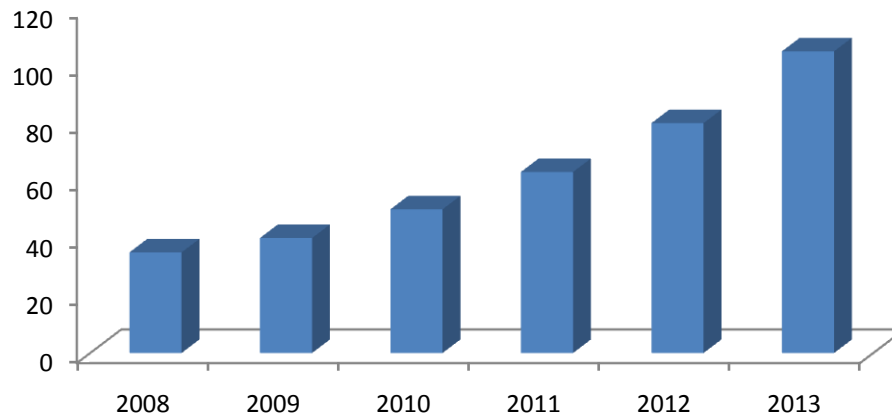
Source: Huidian Research

Since 1990s, China's electric scooter industry developed rapidly. In 2008, the annual output value of China's electric scooter industry reached about 310 thousand units, and this number reached 940 thousand units in 2013. From 2008 to 2009, the export market was weak due to the impact of international financial turmoil, and domestic electric scooter enterprises were cautious to the production scale expansion and investments. After 2009, with the improvement of export markets and the increasing of market demands, the supply scale of electric scooter industry increased rapidly. On October 2013, Ministry of Industry and Information took Shandong as a pilot province, so electric scooter industry will obtain further development along with the follow-up of national encouragement policies.

## 5.2 Demand Situation

**Fig.13 China's Demand Situation of Electric Scooter Industry, 2008-2013**

Unit: 10000 Units



Source: Huidian Research

At present, we can see more and more electric scooters in the daily life, and it can be said that the electric scooter is in response to the environmental pollution, aging population, energy crisis and some other issues. In current electric scooter market, the products mainly serve for the elderly, the disabled and home women; with the deepened population aging degree and the increased consumption level, the demand in electric scooter market is also growing, and the demand volume has reached 1.05 million units in 2013.

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