

Taiwan's

Sporting Goods Industry Led



Over the years, changes in the global economy and the weather have made people become more aware of the environment and its influence. The resulting growth of health-promoting products has extended to Taiwan's sporting goods industry with a value chain of "high-quality, eco-friendly products at fair prices".

A GLOBAL SPORTING GOODS POWERHOUSE

The total output of sporting goods in Taiwan is around US\$1.4 billion annually, with up to 90% of them being exported to countries worldwide, making sporting goods the fifth-largest export industry in Taiwan. Primary export markets are Europe and North America; specifically, for the year ended October 2010, the ten largest export destinations were the US, Japan, Hong Kong, Germany, the UK, China, Australia, Spain, Canada, and Italy.

Statistics show that in the first 10 months of 2010, Taiwan exported US\$1.18 billion worth of sporting goods, up 31.51% from the same period in 2009. The ten largest exports were physical activity/gymnastic equipment, outdoor recreation equipment, golf equipment, golf balls, sunglasses, water sports gear, physical therapy massage devices, fishing and hunting equipment, snow-ski equipment, and various other types of balls.

One trend that is evident is Taiwan's branching out from decades of OEM/ODM manufacturing and into branding with its own line-up of big names such as SportsArt Fitness, Hono Golf Taiwan, Giant, Johnson and Merida, underscoring Taiwan's

by Bicycles



outstanding expertise, innovation and cutting-edge technology.

To produce high-value-added products, Taiwan has also been focusing on synthetic fiber. For example, for the 2010 FIFA World Cup, the sportswear of teams from 9 countries was made by a Taiwan company, with each piece of clothing made from 8 recycled bottles on average. At the moment, only Japan and Taiwan have this technology.

GROWING WITH THE SPORTS/HEALTH INDUSTRY

Taiwan's cycle industry is perhaps the most prominent component of its sports/health industry. The success of Taiwan's cycle industry is a key part of the Taiwan miracle wherein Taiwan turned a low-price, smokestack industry into a lean, hi-tech, high-value industry that leads the pack. That didn't come easy! Three decades ago, domestic plants were largely involved in OEM production, particularly for North American and European outlets. But after years of trial,

these producers honed their skills to become some of the most praised ODM players in the market. In fact, Giant and Merida now rank among the world's top producers of bikes.

Statistics show that from January to November 2010, exports of complete bicycles and key components grew by 18.56% and 29.47%, respectively, over 2009, reaching US\$1.3 billion and US\$592 million, respectively. This indicates that environmentally responsible, durable, high-performance bicycles are riding a market trend. Primary export markets are Europe and North America, with the US,

the UK, the Netherlands, and Germany being the top 4 destinations.

Folding bikes are one of the best methods to get around town and can help one to save both time and money. Taiwan producers have devoted themselves to meeting this need. Figures indicate that the export quantity of folding bikes was up 128.22% in 2010 (Jan. – Nov.) compared with the same period in 2009, reaching 109,989 units. The total value was up 44.81% to around US\$24 million, yet the average unit price was down 36.55% to around US\$222.

