

China Natural Bristle market 2024

Reinhold Hoerz, DKSH Switzerland
Wang Yong, Sourcing manager at DKSH China

Okt. 11th 2024

Agenda

- MARKET CHANGES
- Market development
- Natural bristle
- QUALITY CONTROL
- Outlook

China 2024

Changes in the market – Demand move to synthetic filaments

Luckily still lot of synthetic/natural mixtures are used in the market



Market Changes – Niches remaining for 100% natural bristle



Changes in the market

The reduced demand from paint brush business has led to a smaller market

Consequence ups and downs of demand are playing a bigger role

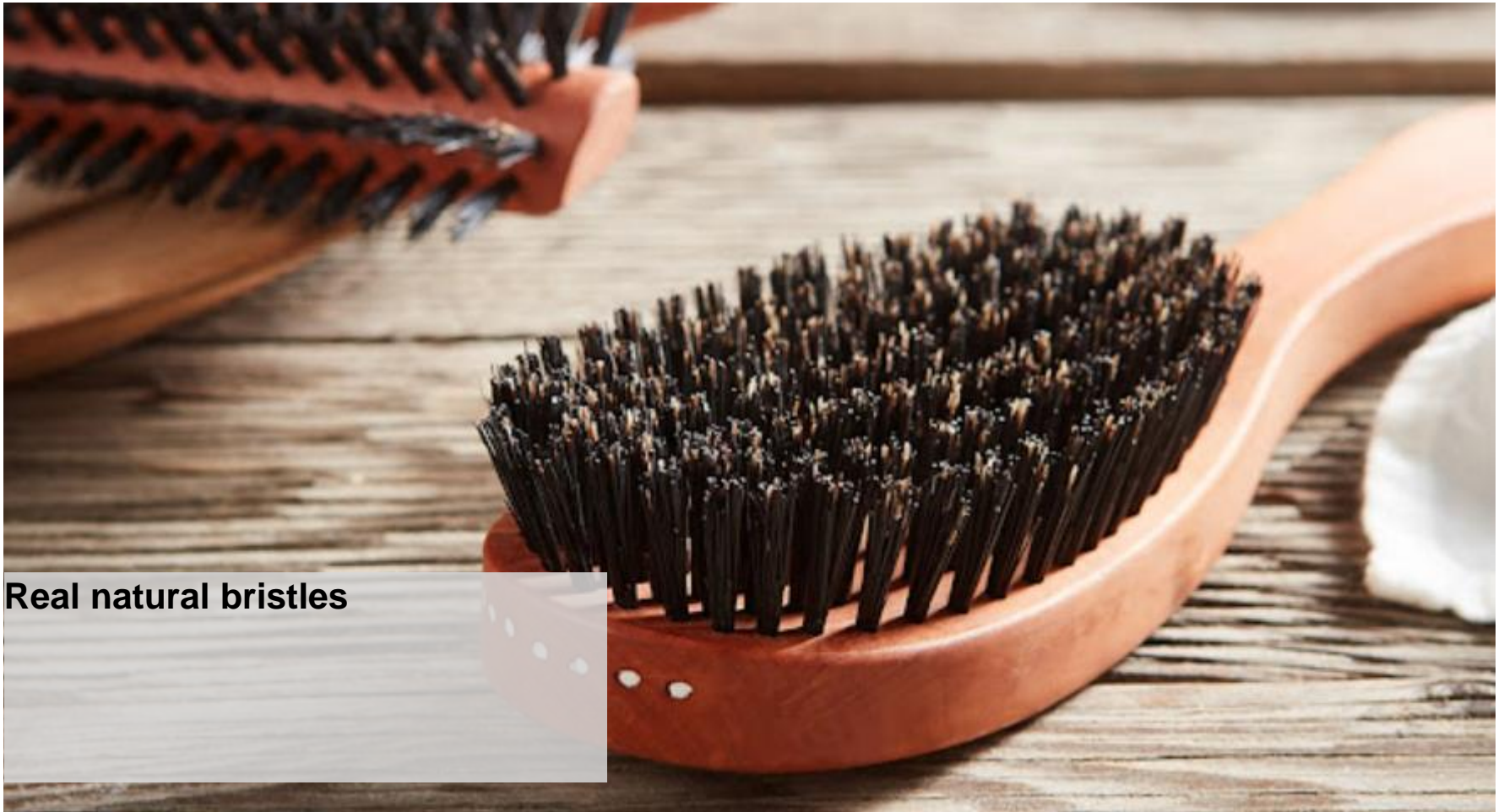
We saw generally dropping prices in most products except those which are used in above mentioned fields.

strong demand in black 51mm and 57mm

Strong demand in white 51mm

Strong demand in black 89mm and longer

Market changes Hair Brushes



Real natural bristles

Changes in the market Polishing brushes



Changes in the market – Polishing of glass surfaces



Polishing of glass surfaces

Prices in detail

Black:

38-44mm strong demand from Inland China

51 – 64mm strong demand from Europe and US

64 – 83mm rather under pressure

102 – up strong demand from Korea, Europe & Japan

White:

38 – 57mm demand from Inland China,

64 - 89 mm rather under pressure

102 – up constant demand.

Quality control

Generally dropping prices brought new challenges

Surprising experience after years of zero claims.

The recent months gave us some surprises.

Seems such generally dropping prices has lead some Chinese suppliers into temptation to work on the quality.

Consequence, quality control has to be more effective

Quality control

Each batch which is ready in the factory

Will be controled by an independant retired factory manager

Details of the quality report will be translated by our colleague in DKSH Wang Yong for double checking in DKSH Zurich

Photos will be taken

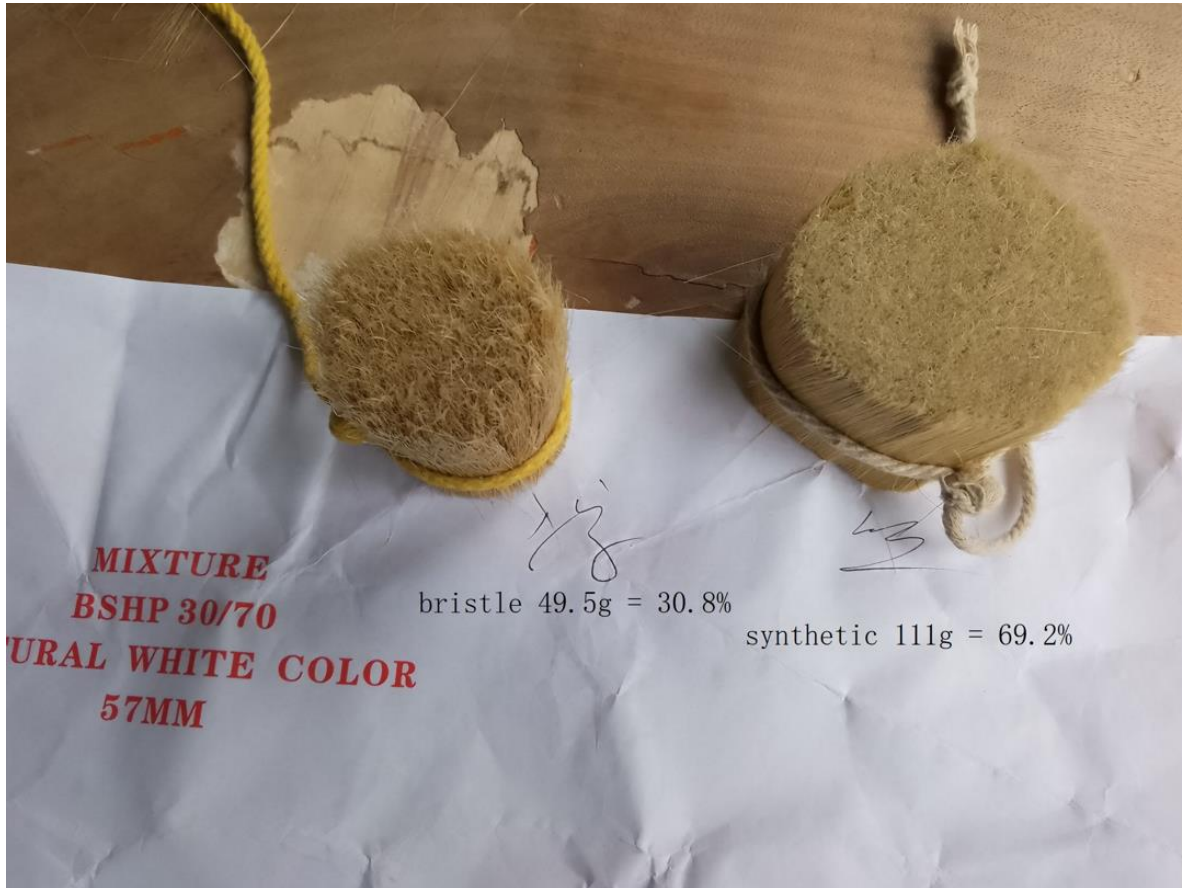
Bundles will be opened and checked in detail

With this enforced measures we are confident to reduce claims to a minimum

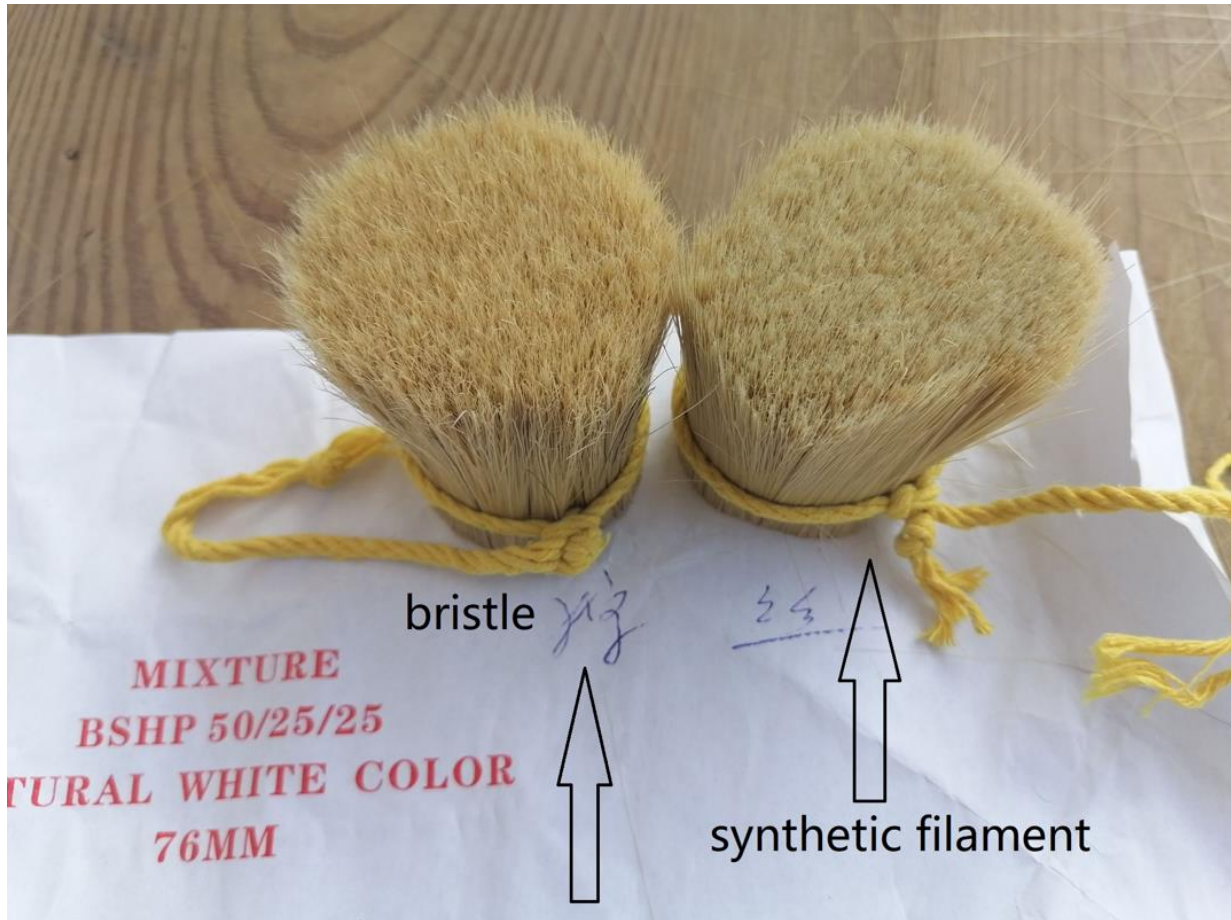
Quality control



Quality control



Quality control



Outlook

Industrial brush production remains continuously stable

Hairbrush production for consumers – Beauty products have a continuous market

Interest rate cuts in Europe and China will have a positive impact on renovation and refurbishing business and real estate business overall.

Which will lead to an increased demand for all kind of Renovation tools like paint brushes etc.

Thank you for your attention

Thanks for your attention.
Reinhold Hörz

Disclaimer

Due care has been used in preparation of this presentation and DKSH makes every effort to provide accurate and up-to-date information. Nevertheless, this presentation may be subject to technical inaccuracies, information that is not up-to-date or typographical errors

DKSH does not assume liability for relevance, accuracy and completeness of the information provided. DKSH reserves the right to change, supplement, or delete some or all of the information on this presentation without notice

The layout, graphics and other contents in this presentation are protected by copyright law and should not be reproduced or used without DKSH's written permission