

# BULL NEWS!

22.68% YEAR-ON-YEAR INCREASED FOR THE EXPORTATION AMOUNT OF CHINESE HAIR PRODUCTS DURING JAN.- FEB. 2018

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ANALYZED BY GOODYARD HAIR, THE SPRINGS ARE ALWAYS THE PEAK SELL SEASON FOR CHINESE HAIR PRODUCTS, INCLUDING THIS YEAR. IT'S REALLY A HAPPY WORTHY NEWS THAT THE EXPORTATION AMOUNT OF CHINESE HAIR PRODUCTS HAS BEEN YEAR-ON-YEAR INCREASED BY 22.68% DURING JAN. TO FEB. 2018 UNDER THE JOINT EFFORTS OF CHINESE HAIR PRODUCTS ENTERPRISES.

ACCORDING TO THE ANALYTICS DATA FROM GOODYARD HAIR RESEARCH, THE TOTAL EXPORTED AMOUNT OF CHINESE HAIR EXTENSIONS AND WIGS FROM JAN. TO FEB. 2018 IS USD 517,192,657.00. THERE INTO, JAN. AMOUNT IS USD 276,096,093.00, FEB. IS USD 241,096,564.00

ACCORDING TO THE SPECIFIC DATA OF EACH ASPECT, THE EXPORT SITUATION OF CHINA'S HAIR PRODUCTS IN JAN. AND FEB. OF 2018 MAINLY HAVE SEVERAL POINTS AS FOLLOWING:

## **POINT 1**

### **THE POSITIVE INCREASED EXPORT SITUATION OF CHINA'S HAIR PRODUCTS IN THE FIRST TWO MONTHS OF 2018**

- CHINESE HAIR PRODUCTS HAVE BEEN EXPORTED TO ALL OVER THE WORLD MARKETS. IN ADDITION TO ASIA, ASEAN AND MIDDLE EAST AREA DECREASED, COMPARED, THE TWO MAINLY MARKETS OF NORTH AMERICA AND AFRICA, AS WELL AS THE OTHER SIX AREAS ALL HAVE A YEAR-ON-YEAR GROWTH TO CERTAIN EXTENT RANGING FROM 6.65% TO 81.45%.
- IT CAN BE SEEN THAT THE TWO MONTHS OF EXPORT OF CHINESE HAIR PRODUCTS WAS VERY GOOD.

COUNTRY	AMOUNT OF EXPORTS (MILLION US DOLLARS)	PROPORTION (%)	YEAR-ON-YEAR BASE (%)
THE WORLD	517.192657	100	22.68
ASIA	70.505509	13.63	-16.11
ASEAN	7.429857	1.44	-31.25
MIDDLE EAST	10.089775	1.95	-38.35
AFRICA	175.930605	34.02	<b>32.03</b>
EUROPE	35.45125	6.85	35.42
EUROPEAN UNION	32.745752	6.33	31.25
LATIN AMERICA	10.296015	1.99	13.6
NORTH AMERICA	222.637269	43.05	<b>33.47</b>
OCEANIA	237.2009	0.46	6.65

- FROM THE EXPORTED ACCOUNTED FOR THE TOP 10 COUNTRIES, ONLY TWO COUNTRIES HAVE A DECREASE IN EXPORTATION.
- IN ADDITION TO THE REST EIGHT COUNTRIES, THE EXPORT GROWTH OF BENIN AND SOUTH AFRICA IS ABOUT 19%, THE OTHER SIX COUNTRIES EXPORTATION HAVE BEEN GROWN BY BETWEEN 32.89% AND 79.15%.
- OBVIOUSLY, THE EXPORT SITUATION HAVE BEEN WELL IMPROVED DURING THESE TWO MONTHS.

	COUNTRY	AMOUNT OF EXPORTS (MILLION US DOLLARS)	PROPORTION (%)	YEAR-ON-YEAR BASE (%)
1	USA	219.505661	42.44	32.89
2	NIGERIA	57.742379	11.16	79.15
3	BENIN	42.861626	8.29	19.4
4	SOUTH AFRICA	41.179484	7.96	19.21
5	SOUTH KOREA	15.80	3.05	93.66
6	JAPAN	15.298127	2.96	-2.46
7	UK	13.92406	2.69	48.89
8	GHANA	10.621762	2.05	46.64
9	BANGLADESH	8.965488	1.73	67.5
10	UAE	6.198804	1.2	-55.55

## POINT 2.

### SYNTHETIC FIBER PRODUCTS BECOME THE BEST SELLING.

ALTHOUGH THE TOTAL EXPORT VALUE OF HUMAN HAIR PRODUCTS ARE MUCH HIGHER THAN SYNTHETIC FIBERS, THE UNIT QUANTITY OF FIBER PRODUCTS EXCEEDS A LOT.

PRODUCTS	AMOUNT OF EXPORTS (MILLION US DOLLARS)	YEAR-ON-YEAR BASE (%)
HUMAN HAIR	165.497254	21.05
SYNTHETIC FIBER	106.527877	65.8
OTHERS	199.481817	44.72

## POINT 3.

### THE TOP 5 HAIR PRODUCTION PROVINCES IN CHINA

- THERE IS NO DOUBT THAT HENAN PROVINCE IS KEEPING TO BE THE BIGGEST AREA FOR HAIR PRODUCTION AND PROCESSING. SHANDONG PROVINCE IS TIGHTLY FOLLOWING UP WITH HENAN.
- GOODYARD HAIR LOCATES IN QINGDAO CITY, SHANDONG PROVINCE. THE HUGE PRODUCTION CAPABILITY HAVE STRONGLY SUPPORTED US ON THE ORDER PRODUCTION AND DELIVERY TIME.

NO.	PROVINCE	AMOUNT OF EXPORTS (MILLION US DOLLARS)	PROPORTION (%)	YEAR-ON-YEAR BASE (%)
1	HENAN	246.743813	47.71	14.53
2	SHANDONG	123.984511	23.97	17.95
3	HUNAN	49.13269	9.5	47.32
4	GUANGDONG	29.426611	5.69	125.29
5	ANHUI	25.120776	4.86	21.47

REGARDING TO THE FIRST TWO MONTHS HAIR INDUSTRY CONDITIONS, CHINA HAIR INDUSTRY IS DEVELOPING TOWARDS TO A POSITIVE DIRECTION.

UNFORTUNATELY, THE TRADE WAR IS HAPPENING BETWEEN THE FIRST TWO STRONGEST COUNTRIES IN THE WORLD, WHAT'S THEIR RELATIONSHIP TOMORROW, HOW IT WILL AFFECT THE HAIR INDUSTRY, WHAT STRATEGY THE CHINESE EXPORT ENTERPRISES WILL DO, ALL IS NOT SURE, JUST HOPING FOR A GOOD RESULT.