



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
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意大利对外贸易委员会



Ministero degli Affari Esteri
e della Cooperazione Internazionale

China's Automotive Leather Market

Analysis Report



September 2023
Prepared by ICE Canton

China's Automotive Leather Market Analysis Report

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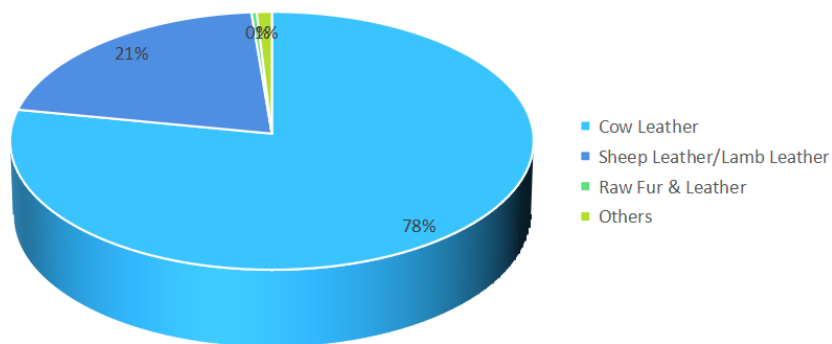


China's Automotive Leather Market Analysis Report

1. Classification of Leather and Application of Automotive Leather

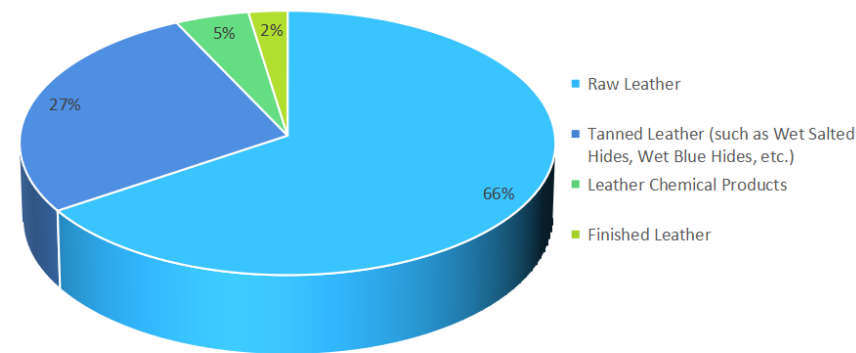
1.1 Classification of Leather

- As for the tanning raw materials, it includes Cow Leather, Sheep Leather, Lamb Leather, etc. In 2022, the overall import volume of various types of raw leather in China was 1.2189 million tons, with the import volume of Raw Cow/Horse Leather was 0.9509 million tons, accounting for 78%, and the import volume of Raw Sheep Leather, was 0.2519 million tons, accounting for 21%.



Import Proportion Chart of Cowhide, Sheepskin, Raw Fur and Other Leathers in 2022

- In terms of processing technology, Cow and Sheep Leather can be divided into Raw Leather, Tanned Leather (such as Wet Salted Hides, Wet Blue Hides, etc.), Finished Leather, and Leather Chemical Products. In 2022, the import volumes of Raw Leather, Tanned Leather, Leather Chemical Products, and Finished Leather in China were 1.2189 million tons, 0.5037 million tons, 0.0874 million tons, and 0.0459 million tons, respectively, accounting for 66%, 27%, 5%, and 2% of the total import volume.



Import Proportion Chart of Processed Leather in 2022

China's Automotive Leather Market Analysis Report

- According to the materials classification, automotive leather can be divided into Artificial Leather and (Animal) leather.

Materials		Texture	Superiority	Weakness
Artificial Leather	PVC Leather	Fiber, Polyvinyl chloride	Cheap Price	Hard Handfeel, Poor Comfort and Aging Resistance
	PU Leather	Fiber, Polyurethane	Comfortable Touching Feeling; Strong and Durable	Low Aesthetics and Low Grade
	Microfiber Leather	Microfiber, Polyurethane	Strong Physical Properties, High Wear Resistance and Color Fastness, and Comfort	The Aesthetic and Grade Degree are worse than that of animal leather
Animal Leather		Natural Animal Leather	Breathable, Comfortable, Durable, easy to be preserved and maintained	High Price

Auto Leather Material Classification and Comparison

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1. 2.About Genuine Leather in Car

Genuine Leather Concept

- Automobile Interior Genuine Leather refers to peeling the skin from animals (cows, pigs, sheep, etc.) and processing it to be materials
- Genuine Leather is generally divided into Upper Leather and Split Leather. For automobile use, most Genuine Leather is based on the Upper Leather of cow called the First-Layer Cowhide. The leather of cows in different temperature zones is also different. High-quality cowhide is very delicate, with evenly distributed pores, long-lasting durability (at least 7 years or more), good elasticity, and not easily damaged. If it gets dirty, simply clean it and wipe it.
- Among the First-Layer Cowhide, we divide car interior leather into three types: Grain Leather, Half Gain Leather and Trimmed Leather according to the degree of surface treatment. The quality goes like: Grain Leather > Half-Grain Leather > Trimmed Leather

The combination of Genuine Leather Decoration and Design & Craftsmanship

- The manufacturing process of automobile leather is generally a tanning process, and Chrome Tanning and Vegetable Tanning are commonly used in the automotive industry;
- A piece of high-quality genuine leather must be tanned repeatedly for several rounds to obtain the desired properties, such as dryness, humidity, softness, etc.

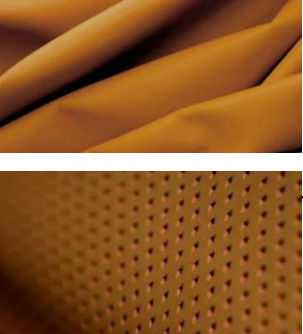


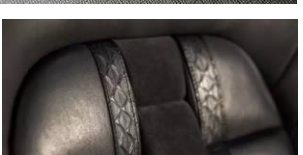

Genuine Leather	Introduction
Grain Leather	This type selects the leather part with a small amount of scars, retaining the most authentic surface appearance of the cowhide, without polishing, and uses less surface treatment technology;
Half-Grain Leather	The quality of this type is not as good as the Grain Leather but it also retains the natural state of the cowhide itself and requires simple polishing of the surface;
Trimmed Leather	This type requires drastic surface treatment, both sanding and spraying a resin coating, which can create new textures;

Tanning process	Introduction
Chrome Tanning	At present, this method has a very large application proportion and is a very mature processing method.;
Vegetable Tanning	This method can provide more options, but the color appearance effect is generally not as good as Chrome Tanning, and is usually used to process light-colored or original-colored leather.

China's Automotive Leather Market Analysis Report

1.3 Genuine Leather Process

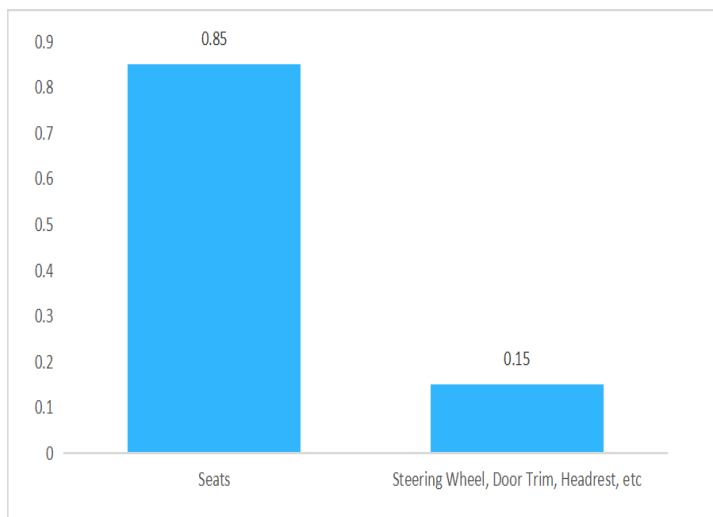
The entire process is complex and changeable. The main steps are: Coloring, Punching, Quilting, Lasering and Embossing. Among them, Lasering and Embossing are technically difficult in leather testing and are not used much.

Process		Introduction	Pic Expamle
Coloring	Dermal staining	Generally, leather should be repeatedly dip-dyed so as to fully dyed first.	
	Surface-Coating	Then, the precise color is tuned to make the color uniform (by printing, spraying, rolling and other processes to form a thin film). At the same time, the coating process makes the leather surface smoother and forms a protective layer to enhance the temperature resistance of the surface, which helps genuine leather stay the same for a long time.	
Punching		Perforating has always been a very mainstream design method for car seats. They can not only greatly increase the texture of genuine leather, but also helps ventilation. The shapes of the holes are also diverse, including circles, diamonds, squares, etc.	
Quilting		The products produced by this process is crafty enough, and more pattern designs can be added. In addition, quilting not only looks exquisite, but also functional. It helps preventing wrinkles on the leather surface.	
Lasering		Lasering is to use laser technology to etch various patterns on the surface of the leather, with high precision and high efficiency, and can achieve a hollowing effect.	
Embossing		Embossing is the process of pressing various patterns on the surface of leather under certain temperature and pressure conditions.	

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1.4. Application of Automobile Leather

- Leather in automobiles is mainly used for decorative covering of components including Seats, Steering Wheels, Shift Knobs, Armrests, Headrests, Sun Visors, Door Trims, etc. Leather used in Seats accounts for the largest amount, about 85%, while the remaining 15% is used for other purposes. Automotive leather has characteristics such as breathability, durability, and ease of maintenance, which can improve the aesthetics, grade, and passenger comfort of the car interior.
- In terms of production scale, Artificial Leather, which is cheaper than others, accounts for about 70% of the total amount. However, in terms of revenue, more expensive Natural Leather accounts for about 72% of the total revenue and grows faster than Artificial Leather.



Proportion Chart for Application of Automotive Leather



Application of Automotive Leather

China's Automotive Leather Market Analysis Report

The application of Leather by major car manufacturers is as follows

	Car Brand/Vehicle Model	Application
China	Leap Motor C11	Using a combination of Nappa leather and suede
	Nezha Automobile	Nezha S: Using materials ranging from Nappa leather, high-quality chamois and comfortable sponge
		Nezha V: Using faux suede.
	WM Motor W6	Using Nappa or genuine leather
	Xiaopeng Motors	Using faux suede for low-end seats and Nappa leather for others
	SERES	Using Nappa leather for the seats of AITO M5
	HiPhi	HiPhi Y: Using Nappa full-grain leather for seats and leatherette for other interiors
		HiPhi X: Using suede fabric for car roofs
HiPhi Y: Using perforated leather to cover front and rear seats		

China's Automotive Leather Market Analysis Report

The application of Leather by major car manufacturers is as follows

	Car Brand/Vehicle Model	Application
China	HYCAN	A large amount of soft materials are used in the interior, and the multi-functional steering wheel is covered with genuine leather
	GAC Group	Aion: Using Nappa leather for seats.
		Trumpchi GS4: Most of the second-generation GS4 models adopt leather seats, while high-end models use suede fabrics, and the rest use artificial materials.
	Hong Qi	Hongqi HS5: Using a combination of seude and Nappa leather for seats
		Hongqi HS7: Using high-quality materials including Dinamica microfibre and solid wood for interiors
	SAIC Motor	Feifan R7: Using Alcantara and perforated genuine leather for seats
		Zhiji LS7: All car seats are equipped with high-quality NAPPA perforated leather, and those of high-end models are covered with semi-aniline calfskin leather strictly selected from Freistaat Bayern, Germany
Great Wall Motor	New SUVs: Using a large proportion of genuine leather	

China's Automotive Leather Market Analysis Report

The application of Leather by major car manufacturers is as follows

	Car Brand/Vehicle Model	Application
Oversea	GM, Toyota	Insist on using Genuine Leather.
	Volkswagen	According to different car interior designs, match with Polyurethane Leather or Genuine Leather options.
	Tesla, Volvo	All car models no longer use Genuine Leather interiors. Tesla's seats use Solvent-free PU Leather and the steering wheel is Suede Microfiber Leather
China	Changan	Using Microfiber Leather.
	NIO, Li Auto	Using high-quality Genuine Leather.
	BYD	General car models use Microfiber Leather, while high-end cars (Yangwang) use top-grade leather material
	Geely	Geometry E: Using no-clean leathaire which has been treated with aqueous solvents that can effectively reduce the emission of VOCs.
		Zeekr: Using full-grain leather
		Lotus: Using wool blended fabric, which is 50% lighter than leather materials
		Radar RD6: Using geniune leather
Lynk & Co 08: Using a combination of synthetic suede and genuine leather		

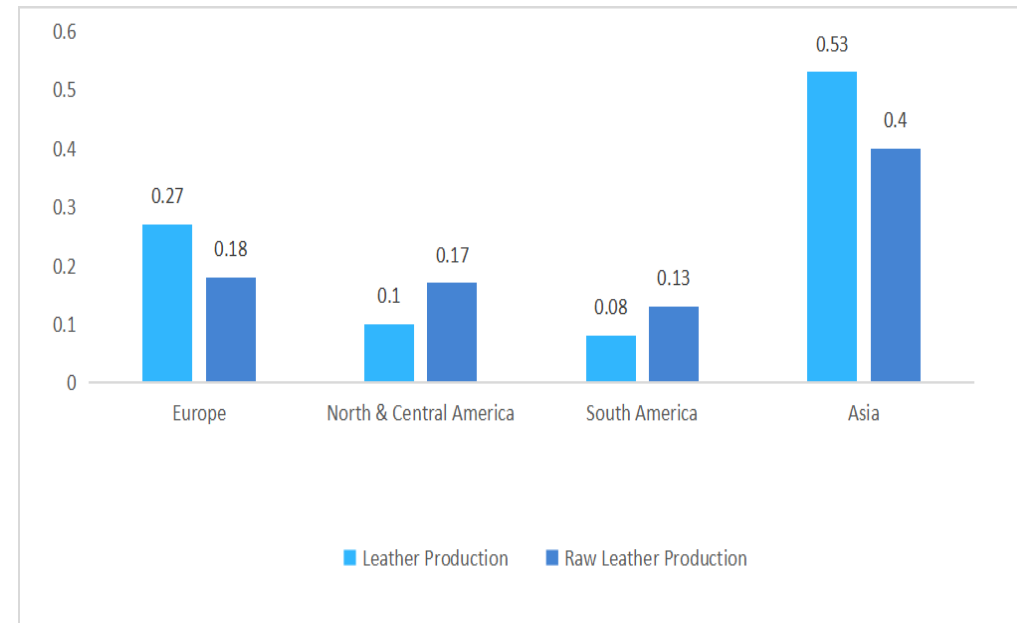
China's Automotive Leather Market Analysis Report

2. Main Supply Regions and Distribution Centers of Raw Leather Materials

2.1 Main Supply Regions and Distribution Centers of Raw Leather Materials

The World's Leather Processing and Sales Center has shifted from Europe to Asia

- In terms of Global Leather Production and Raw Leather Production, Europe, represented by Italy, Spain, France, and Portugal, accounts respectively for 27% and 18%. North and Central America account for 10% and 17%. South America accounts for 8% and 13%. Asia accounts for 53% and 40%. It can be seen from this that the world's leather processing and sales center has shifted from Europe to Asia.

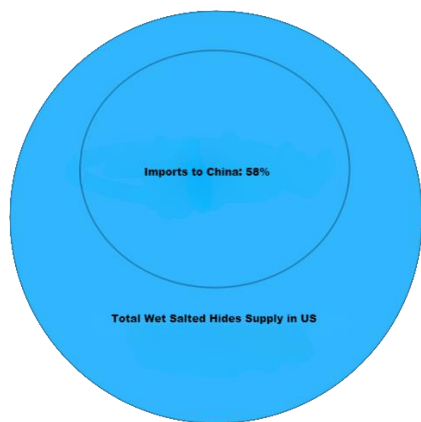


The Proportion of Leather Production and Raw Leather Production in Some Areas

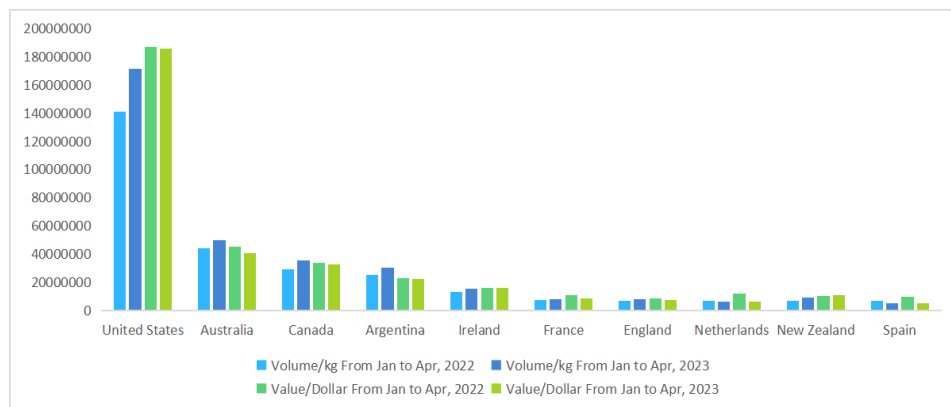
China's Automotive Leather Market Analysis Report

2.2 China, the largest buyer of Wet Salted Hides from the US, accounting for 58% of the total.

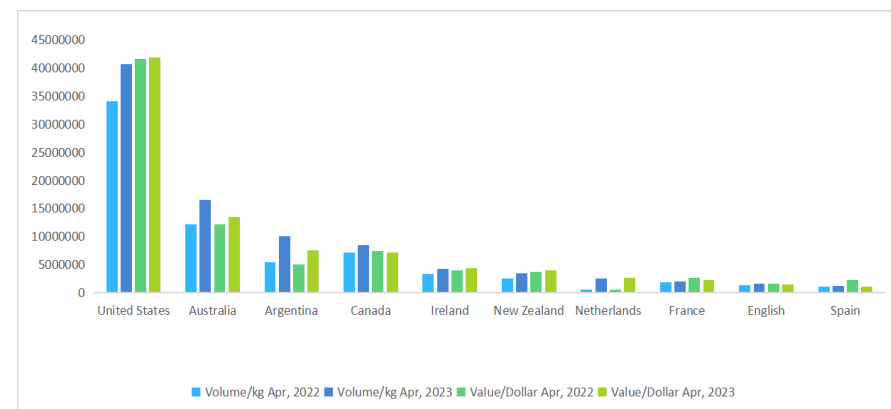
- China mainly imports the Fur Raw Materials from United States, Australia, Canada, **among which the largest import volume is from the United States**, especially for the Wet Salted Hides. In 2022, the net sales of Wet Salted Hides in America were approximately 18 million pieces, of which about 10.44 million pieces were exported to China, accounting for 58% of the total amount.
- According to statistics, from January to April 2023, the import volume of Whole Raw Cowhide with a weight greater than 16 kg under customs code 410150919 in China was 370,000 tons, of which the import volume from the United States ranked first at 170,000 tons, and Australia and Canada ranked second and third respectively.
- In the first four months of 2023, the volume of this type of Cowhide from Chinese main import supplier countries is basically increasing year-on-year, but the import volume is on a downward trend. In April, the ranking has changed, with the top three being US, Australia, and Argentina. China imported 41,000 tons of Cowhide from US, an increase of 19.4% YoY. The import volumes from Australia, Argentina, Canada, Ireland, New Zealand, France, and the United Kingdom increased by 35.6%, 87.7%, 18.7%, 27.8%, 36.1%, 13.3%, and 23.2% respectively YoY. It is worth noting that the import volume from the Netherlands was 4.9 times that of the same period last year. Compared with March, the import volume increased by 2.5%, while the import value remained stable.



China is the largest buyer of American Wet Salted Hides



From Jan to Apr, 2023, import value of China 410150919 (Custom Code) Whole Raw Cowhide with weight over 16 kg



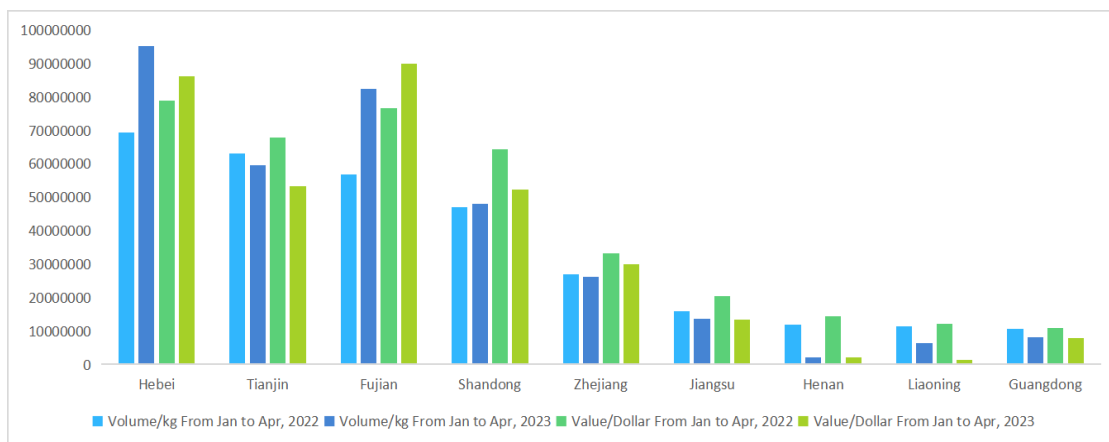
Apr, 2023, import value of China 410150919 (Custom Code) Whole Raw Cowhide with weight over 16 kg

China's Automotive Leather Market Analysis Report

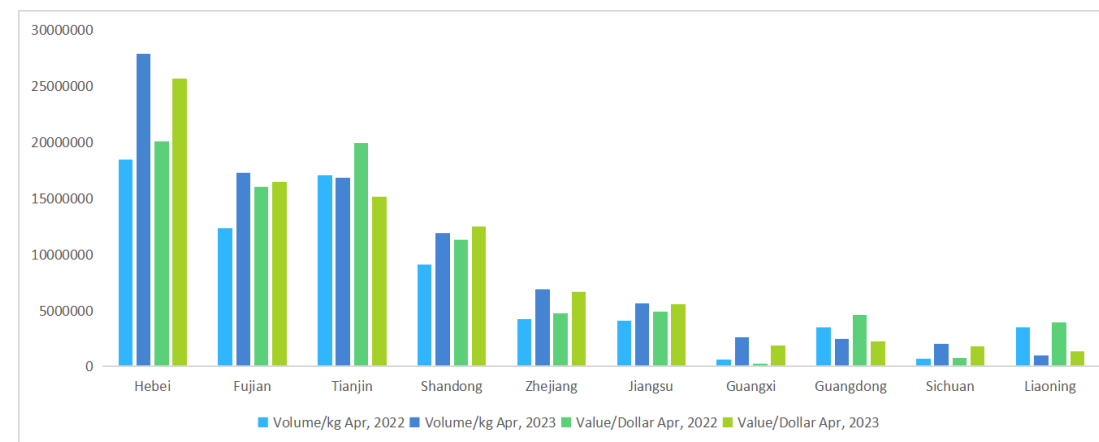
2.3 Chinese Market Situation

In the first four months 2023, Hebei Province imported the largest amount of certain Raw Cowhide-410150919 (Chinese Custom Code)

- Taking the data from the first four months of 2023 as an example, the total import volume of China was 370,000 tons, of which Hebei Province imported 95,000 tons, accounting for 27%, which is the region with the largest import volume of this type of Cowhide in China. Fujian Province and Tianjin City followed closely with import volumes of 82,000 tons and 60,000 tons respectively.
- And in April, Hebei Province imported the largest amount of this type of Cowhide-410150919 (Chinese Custom Code) in China, about 28,000 tons, equivalent to about 930,000 sheets, a year-on-year increase of 53.8%.
- The import volume of this type of Cowhide-410150919 (Chinese Custom Code) in Hebei and Fujian Province increased by 37.6% and 45.2% respectively year-on-year, and the import value increased by 9.3% and 17.6% respectively. The import value of Shandong, Zhejiang, Jiangsu, Guangdong Province and other regions are all



From January to April 2023, the import value of 410150919 (custom code) Whole Raw Cowhide with a weight over 16 kg varied by region in China.



In April 2023, the import value of 410150919 (custom code) Whole Raw Cowhide with a weight over 16 kg varied by region in China.

China's Automotive Leather Market Analysis Report

■ Haining, Zhejiang and Wuji, Hebei are the most representative Leather Distribution Clusters in China.

- China has become the world's largest importer of Raw Cowhide, and the Leather Industry in China is mainly concentrated in Hebei, Zhejiang, Fujian Province and other regions. Among them, Wuji County in Hebei Province and Haining City in Zhejiang Province are two typical representatives of Distribution Clusters.
- Wuji County is China's largest Cowhide production base, with a domestic market share of over 70% and accounting for 70% of the total national Cowhide production. Haining City is the world's largest leather market, production base, and trade distribution center. Haining produces 30% of the leather products in China, but its sales account for 60% of the national market.
- Haining, Zhejiang Leather Professional Market releases monthly trend charts for price and general business index, price index analysis, and other information disclosures.



(Haining, Zhejiang) Monthly Total Price Index Chart for Leather



(Haining, Zhejiang) Monthly General Business Index Chart for Leather



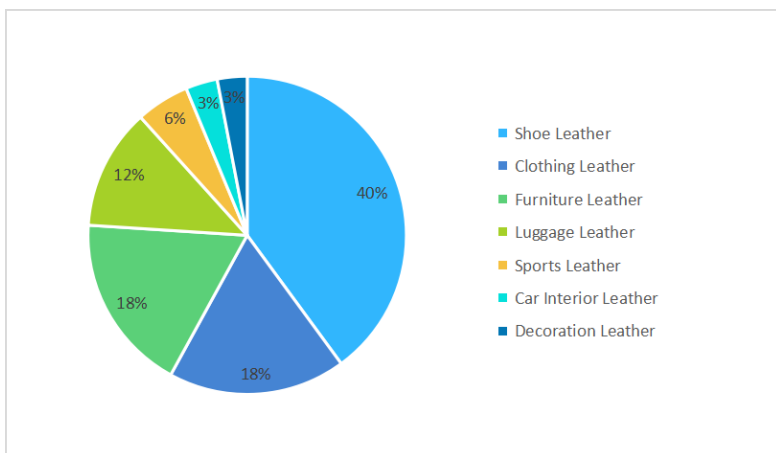
(Haining, Zhejiang) 2023 June Price Index Analysis Chart for Second-level Categories of Price Change

China's Automotive Leather Market Analysis Report

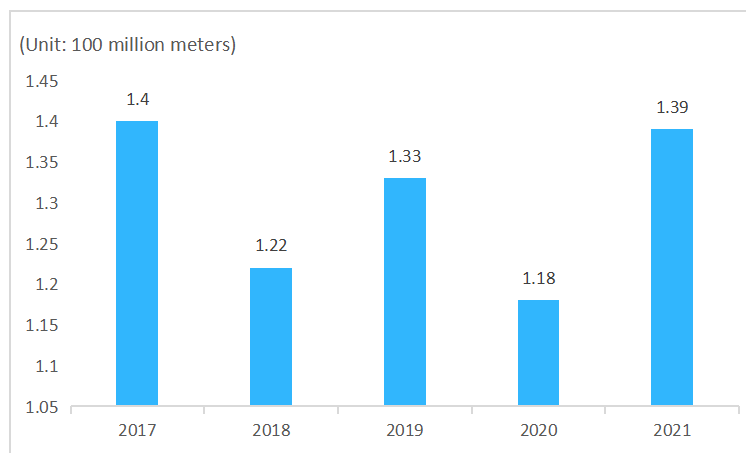
3. The Market Size and Current Situation of the Automotive Leather Industry

Chinese Automotive Leather Materials accounts for 35% of the global market.

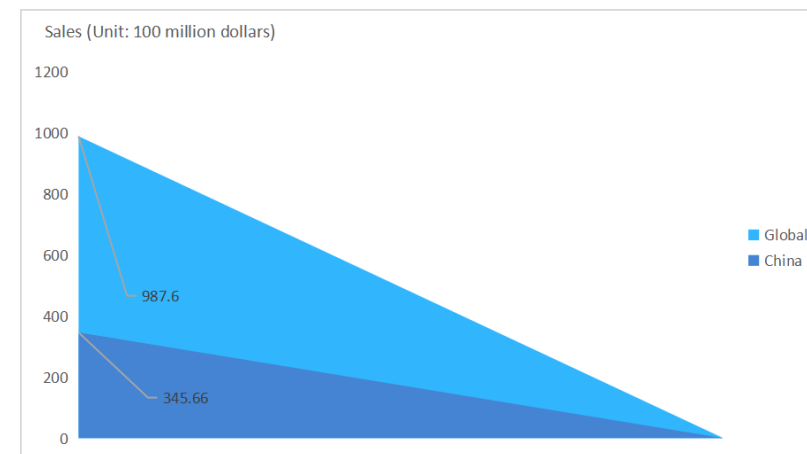
- According to data from China Leather, the production and sales of Chinese synthetic leather have shown a stable development trend. In 2021, the production of Chinese Leather was 4.57 billion meters, and the sales were 4.48 billion meters. According to the statistics of Huajing Industry Research Institute, China's leather sales from 2017 to 2021 were 4.5 billion, 3.92 billion, 4.3 billion, 3.81 billion, and 4.48 billion meters respectively. China's Automotive Interior Leather accounts for 3.1% of the leather market. The sales volume of Automotive Interior Leather in recent years were 140 million meters, 122 million meters, 133 million meters, 118 million meters and 139 million meters respectively.
- According to statistics, the global Automotive Leather market was US\$ 98.76 billion in 2021, and the China reached US\$ 34.566 billion, accounting for 35% of the global market share.



Chinese Automotive Leather accounted for 3.1% of China's Leather Market



Chinese Automotive Leather sales changes from 2017 to 2021



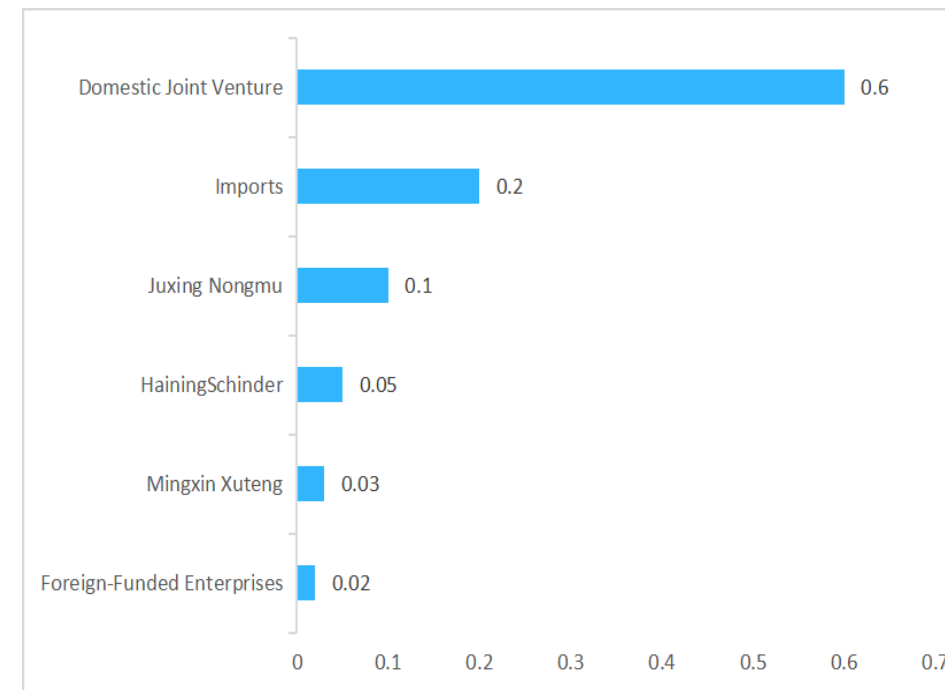
Chinese Automotive Leather accounts for 35% of the world

China's Automotive Leather Market Analysis Report

4. Main Automotive Leather Production Companies Development

4.1 Competitive Landscape: International Leaders Dominate, Chinese Domestic Leaders Emerge

- Currently, there are few Chinese auto leather companies, and the suppliers are mainly from foreign-funded or joint ventures, such as Germany's Bader, the United States' GST AutoLeather, Eagle Ottawa, Japan's Midori... Chinese companies are Mingxin Xuteng, Haining Schinder, Juxing Nongmu, Hongxing Leather, etc. Compared with international leaders, they have a shorter history and smaller revenue from automotive leather.
- The auto leather industry is highly concentrated. According to statistics, in 2020, about 20% auto leather was imported, more than 60% was produced by joint ventures, and the remaining approximately 20% was supplied by Chinese domestic manufacturers.
- In 2020, **Mingxin Xuteng**'s market share in China was about 10%, while **Haining Schinder** and **Juxing Nongmu** had market shares of about 5% and 2%, respectively.
- It is worth mentioning that Xingye Technology and Mingxin Xuteng had emerged in the past two years.



Auto Leather Companies Market Share in China, 2020

China's Automotive Leather Market Analysis Report

Company	Introduction
Bader	Established in 1872, it started with leather for shoes and later transformed into a producer of automotive leather.
GST AutoLeather	Established in 1832, it entered the Chinese market in 2000 and set up subsidiaries in Zhongshan, Shenyang, and Jiaxing.
Eagle Ottawa	Established in 2003, it set up a car leather manufacturing plant in China, mainly engaged in new technology development of leather decoration.
Boxmark	Established in 1780, it enjoys a good global reputation in leather production. It entered the Chinese market in 2012.
Midori Auto Leather	Established in 2000 as a joint venture, it mainly engages in leather manufacturing and sales and occupies a major share of the Chinese Japanese car market.

International Companies Introduction

Company	Introduction
Mingxin Xuteng	Established in 2005, it focuses on the research and development of automotive interior materials. It went public in 2020 and has three major research and production bases.
Juxing Nongmu	Founded in 1993, it originally specialized in manufacturing and selling mid-to-high-end leather. After its restructuring in July 2020, it added its main business of pig farming.
Xingye Technology	In 2022, it engaged in the field of automotive interior by acquiring a 60% stake in Hongxing Leather.
Haining Schinder	Established in 2002, it is a professional enterprise specializing in the production and sale of automotive interior leather.

Chinese Domestic Companies Introduction

China's Automotive Leather Market Analysis Report

4.2 Xingye Technology enters the NEV leather market, with sufficient orders for automotive interior material

- In 2022, Xingye Technology acquired nearly 60% of the equity of Hongxing Leather through capital increase and became a strong competitor in the new energy vehicle interior leather market. It is now a supplier to leading new energy brands such as NIO, Li Auto, AITO, etc. Due to the rapid growth of NEV, Hongxing Leather, a subsidiary of Xingye, currently has sufficient orders, with full production capacity utilization.
- It is expected that the monthly production of Hongxing Leather will double in the second half of this year, and the annual production capacity is expected to exceed 30 million square feet, with broad market prospects.



Xingye Technology 2023Q1 Financial Report

4.3. Mingxin Xuteng has been actively developing new customers

- In March and June of 2022, Mingxin Xuteng announced that it had won two designated leather projects worth a total of 800 million yuan from two well-known Chinese domestic new energy OEM;
- In March, it received a 300 million yuan brand new product suede microfiber leather project appointment from a well-known brand OEM
- In January, 2023, it won a Genuine Leather project worth 530 million yuan from a famous domestic new energy host factory.
- In late June 2023, Saudi Arabia and Human Horizons (Gaohe HiPhi) signed a \$5.6 billion deal, which may be the largest and deepest cooperation so far, and Mingxin Xuteng is the leather supplier for Gaohe HiPhi Z.



Mingxin Xuteng 2023Q1 Financial Report

China's Automotive Leather Market Analysis Report

5. Future Development Trends of Automotive Leather

5.1 High-end: The proportion of genuine leather interiors in cars will continue to increase

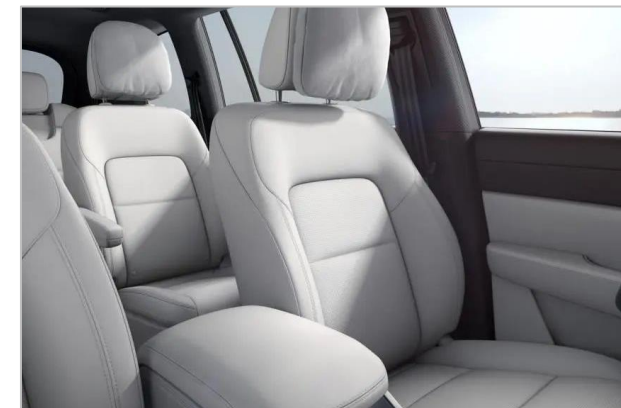
- The fast-growing high-end market for NEVs releases a large demand for high-quality leather and becomes an important trend.
- Insiders predict that the leather market for cars will gradually expand by 2025, and the proportion of sales of mid-to-high-end cars with Genuine Leather interiors will continue to increase.
- Li Auto has joined LWG, and luxury high-end models are the direction for Li Auto and the NEV industry, indicating that high-end leather will be more popular.

5.2 Customization: Personalized demand stimulates the development of customized cars

- **Diverse Styles of Genuine Leather Products**, such as the NAPP leather with fancy punching on the seats of the Lynk & Co 09 and the double-color punched leather material used on the seats of the deluxe Great Wall Cannon.
- **Leather Splicing Design**, such as the Suede Leather and Genuine Leather splicing design used on the sport seats of the Empow R and the Leather and Suede Material used on the seats of the Hongqi HS5.
- **Combination of Leather and Optoelectronic Technology**, such as the ambient light on the sub-instrument panel of the Changan Deepal SL03, which uses a translucent leather, and the meteor shower star roof headliner of the Buick Century, which is composed of 528 star light points on a suede lining, showing a realistic starry sky scene.

5.3 Lightweight: Lighter automotive leather is the trend.

- Automotive Interior Materials become more lightweight. For example, Stahl has developed a new lightweight product for interior decoration, which can reduce weight by 30%, improving energy utilization efficiency and electric vehicle endurance, and reducing environmental impact.



Li Auto's deluxe genuine leather interiors



Empow's suede leather + genuine leather splicing design

China's Automotive Leather Market Analysis Report

5.4 More Environmental-Friendly: strict governance for high-polluting companies and products

Industry Standards and Environmental Policies:

① [Technical Specification for Pollution Control of Chromium Containing Leather Wastes](#) (Published in April, 2023) released by Ministry of Ecology and Environment of the People's Republic of China

(Link: https://www.mee.gov.cn/ywgz/fgbz/bz/bzwb/gthw/gtfwwrkzbz/202212/t20221230_1009124.shtml)

② [Industry Restructuring Guidance Catalogue](#) (2019 Version) released by National Development and Reform Commission

(Link: https://www.gov.cn/xinwen/2019-11/06/content_5449193.htm)

③ [18 national standards for leather and fur](#) managed by National Leather Industry Standardization Technical Committee

(Link: <http://sc2.slctest.cn/View.aspx?NewsInfoId=146&Type=14>)

④ [High-quality Development Guidance for Leather Industry in 14th Five-Year Plan Period](#)

(Link: <https://chinaleather.org/front/article/117599/1>)



Technical Specification for Pollution Control of Chromium Containing Leather Wastes



Industry Restructuring Guidance Catalogue (2019 Version)



Further Improved Production Standards



18 national standards for Leather and Fur

China's Automotive Leather Market Analysis Report

Import and Export Policy:

As of January 1, 2023, the Import and Export Tax of the General Administration of Customs of the People's Republic of China has been implemented. Related policies in the leather industry are as follows:

1. The MFN (Most Favored Nation) import tax rate remains unchanged.

- The MFN average import tax rate for a total of 289 tax numbers (8-digit and 10-digit tax numbers) in the leather products in 2023 is 8.58%, which remains unchanged.

2. Changes in Import Tariff Rates for Free Trade Zone Agreements.

- In 2023, China signed and implemented a total of 19 free trade agreements and preferential trade arrangements with relevant countries or regions, including the Regional Comprehensive Economic Partnership (RCEP), the Asia-Pacific Trade Agreement, and free trade agreements or preferential trade arrangements with ASEAN, Iceland, Georgia, Pakistan, South Korea, Switzerland, Costa Rica, Peru, Cambodia, Australia, Mauritius, New Zealand, Singapore, Chile, China Hong Kong, Macao and China Taiwan.



中华人民共和国进出口税则(2023)

2022年12月31日国务院关税税则委员会发布的文件

《中华人民共和国进出口税则(2023)》是国务院关税税则委员会根据《中华人民共和国进出口关税条例》及相关规定,制定的文件。

2022年12月31日,国务院关税税则委员会发布《中华人民共和国进出口税则(2023)》,自2023年1月1日起实施。^[1]

中文名	中华人民共和国进出口税则(2023)	实施时间	2023年1月1日
颁布时间	2022年12月31日	发布单位	国务院关税税则委员会

目录

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发布信息

国务院关税税则委员会关于发布《中华人民共和国进出口税则(2023)》的公告

税委会公告2022年第12号

根据《中华人民共和国进出口关税条例》及相关规定,现公布《中华人民共和国进出口税则(2023)》,自2023年1月1日起实施。法律、行政法规等对进出口关税税目、税率调整另有规定的,从其规定。

国务院关税税则委员会

2022年12月31日^[1]

In 2023, the import and export tax further reduced

For more information please click the link below:

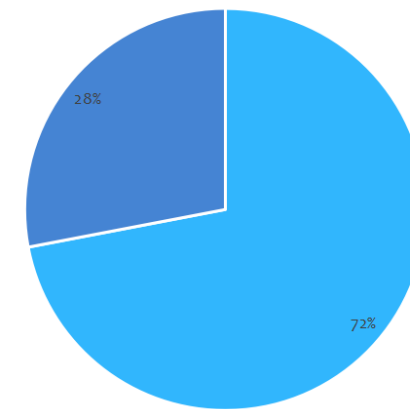
<https://www.chinaleather.org/front/article/126838/156>

China's Automotive Leather Market Analysis Report

6.1 Current Status of the Automotive Interiors Market

- In recent years, the market of China automotive interiors industry has shown an upward trend. Although the current preferential car purchase policies have been cancelled, purchase restrictions in many cities have increased, and vehicle import and export tariffs have increased, the size of the automotive interiors market has declined slightly, but it is not expected to change the future of automotive interiors market, which is experiencing the steady growth.
- The market size of China automotive interiors industry is expected to reach 292.4 billion yuan. According to the "2022-2026 Automotive Interiors Market Status Survey and Development Prospects Analysis Report" released by Hangzhou Zhongjing Zhisheng Market Research Co., Ltd., it shows: In terms of market space, the value of the interior decoration of a single car is about 6,000 yuan (excluding car lights and seats), the global automotive interior and exterior market space is estimated to be approximately 560 billion yuan, with the Chinese market accounting for approximately 155 billion yuan. If interior and exterior decoration companies want to achieve performance growth, they need to expand their business scope and expand their customers to increase market share, or improve product quality to increase prices
- Because there are many types and different products for interior and exterior decoration, the differentiation is great. Except for car lights and seats, the value of each product is small. The market competition pattern of single products in the interior and exterior decoration industry is fragmented and has low concentration. Therefore, leading domestic and foreign interior and exterior decoration companies often adopt multi-product business strategies.

	Company Name
International Brands	Magna, Faurecia, Lear, Antolin...
Chinese Brands	HUAYU, Yanfeng, Ningbo Huaxiang、 Changchun FAWAY、 Ningbo Tuopu Group、 Changzhou Xingyu、 Jiangnan Mould And Plastic、 Beijing WKW Automotive Parts Co Ltd ...



China's Interior Decoration Market Accounts for 28% of the Global Market

Oversea Market Chinese Market

Partial List of Chinese and other Countries Automotive Interior Companies

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6.2 The Development Trend of Automotive Interiors

More personalized, comfortable and safe

With the development of China's automobile industry, automobile manufacturers are paying more and more attention to shaping new car models, in which the interiors are only secondary to the body.

Every component of interiors should be as excellent as possible. It should manifest the functions of different room inside the car as well as make passengers feel comfortable, visually delighted, and easy to operate.

People who are into cars will not only require the performance of cars, but also pay measurable attention to the interior of cars.

Therefore, car-makers should attach importance to both the design of car performance and car interiors.

They should devise car interiors that combine aesthetics and functionality by adopting cutting-edge design concept and scientific researches. This is how car-makers can provide people with a high-quality driving experience, which is of certain significance to the development of the automotive industry. Within the context of consumption upgrading, OEMs have introduced innovative designs in terms of techniques, materials in car interiors to cater to the needs of customers who desire more personalized, comfortable and safe experiences. This has led to the continuous increase in the consumption of car interiors, and provided new opportunities for the growth of car interior section.

Self-Owned brands are rising, with an expected market share up to 65%

At present, there is one superpower and many powers in the domestic car interior market. In the future, with the wave of electric intelligence, self-owned brands will rise with strong momentum with an expected market share up to 65%. By then, domestic car interior enterprises are likely to deeply bind with self-owned brands, integrate into the supply system of the global automobile market, and gradually become the global leader in subdivided industries with their quick response, stable supply chains, and strong enterprising spirit.



Automotive Interior Figure-1



Automotive Interior Figure-2

China's Automotive Leather Market Analysis Report

7.1 List of partial dealers of automotive leather in China:

No.	Company Name	Province	Website	Business Scope
1	Guangzhou Zhuofan Automotive Leather Co., Ltd.	Guangdong	/	wholesale of Leather and leather products ; Wood, plastic, leather daily necessities retail; Leather inspection service
2	Hanshou County Hanyang Automobile Leather Factory	Hunan	/	Leather product manufacturing and sales
3	Zhengzhou Yueliang Automobile Leather Co., Ltd.	Henan	/	Manufacturing of automobile decorative products; sales of leather;
4	Hongxing Automotive Leather (Fujian) Development Co., Ltd.	Fujian	http://www.hongxingleather.com/	Manufacturing of leather products; manufacturing of automotive decorative products; sales of leather products; sales of automotive decorative products
5	Haikou Xinyinwei Automobile Leather Products Co., Ltd.	Hainan	/	Car leather, sofa leather, luggage leather, shoe leather, PVC leather, PU leather
6	Changchun Xuyang Master Automotive Leather Co., Ltd.	Jilin	http://www.xuyanggroup.com/group/#page1/3	Manufacturing and sales of automotive decorative products; wholesale and retail of automotive spare parts;
7	Meiduolv Automotive Leather (Guangzhou) Co., Ltd. Jinghu Factory	Guangdong	http://www.midori-alg.com/	Leather product manufacturing and sales
8	Pai Zhi Auto leather (Jiaxing) Co., LTD. Shanghai branch	Shanghai	https://www.pangeamade.com/#why-leather	Sales of automotive leather products and semi-finished products produced by affiliated companies
9	Yingge Wathua Auto Leather (China) Co., LTD. Minhang branch	Shanghai	https://www.lear.com/	New technology processing of leather post-finishing (limited to the production of finished cowhide pieces), sales of self-produced products and provision of related after-sales services

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7.1 List of partial dealers of automotive leather in China:

No.	Company Name	Province	Website	Business Scope
10	Wuhan Heli Automotive interior leather Co., LTD	Hubei	/	Automotive interior materials, leather product processing and sales
11	Li County Yujie leather and fur automotive supplies Co., LTD	Hebei	/	Manufacturing, processing and sales of leather products, fur products, car decoration products and car cleaning products
12	Jilin Mille leather products Manufacturing Co., LTD	Jilin	/	Leather product processing; Textile retail; Wholesale of auto parts and electronic products; Car seat heating and ventilation systems
13	Fuxin Leather Industry Co., LTD	Liaoning	https://coindu.com/	Leather and leather product sales, leather, fur and product processing special equipment sales
14	Nanning Wuming district Yanwei automobile maintenance department	Guangxi	/	Processing and sales of automotive leather seat covers and automotive tarpaulins;
15	Hua County Shun star car leather shop	Henan	/	Manufacturing and sales of automotive decorative products
16	Hua county car Shang car leather shop	Henan	/	Leather sales; car decoration supplies sales
17	Master Guanxing Leather (Quanzhou) Co., LTD	Jilin	https://www.mastrotto.com/	Leather products sales
18	Jiangmen Xinhui Fengheng leather Co., LTD	Guangdong	http://www.fenghengleather.com/	PVC, polyurethane leather and sales of high-end new materials such as Italy, Japan and South Korea

China's Automotive Leather Market Analysis Report

7.2 List of partial importers of automotive leather in China:

No.	Companies	Province	Website	Business Scope
1	Eagle Ottawa China Ltd.	Shanghai	https://www.lear.com/	Leather
2	Sichuan Leshan Zhenjing Leather Products Co.,Ltd.	Sichuan	/	Automotive upholstery leathers, cowhide leather for sofas, and various styles of leather clothing
3	Zhejiang Johnson Controls Wanfang Textile Technology Co.,Ltd.	Zhejiang	http://www.zhejiangwanfang.com/index.php/Indexen/index	Textiles primarily for seats, door guards, columns, ceilings, sun visors, skylights, coat racks, etc.
4	SUZHOU GREENTECH CO., LTD.	Jiangsu	http://www.rgecosz.com/	Tpo, pu, tpu, seat covers, dashboard covers, door covers, leather and handbrake covers
5	HAINING ZHONGCHI LEATHER CO., LTD.	Zhejiang	/	Genuine leather cuttings for car seats and steering wheels
6	Hong Xing Auto Leather (Fujian) Dept Co.,Ltd.	Fujian	http://www.hongxingleather.com/	Leather products for car seats, steering wheels, gear knobs and handbrakes
7	Guangzhou Intex Auto Parts Co.,Ltd.	Guangdong	https://www.toyota-boshoku.com/global/	Car seats, door trims, airbags, interiros and exteriros for automobiles including leather products
8	Wuxi Bayi Plastic Parts Co., Ltd	Jiangsu	http://www.bayiplastic.com/en/index.asp	Color quartz sand for cars
9	Yantai Wanhua Synthetic Leather Group Co.,Ltd.	Shandong	www.wanhua.com.cn	Isocyanate (MDI), polyurethane synthetic leather, polyurethane resin, chlor-alkali
10	Zhejiang Mingxin Automotive Leather Co.,Ltd.	Zhejiang	http://www.mingxinleather.com/en/index.aspx	Automotive leather (interior leather, used for car seats, steering wheels, dashboards, door panels, etc.)
11	Guangzhou Kuangda Automobile Textile Co.,Ltd	Guangdong	http://www.kuangdacn.com/index.php?lang=en&clear=1	Car seat fabric, fabric composite, leather cutting, sponge, non-woven fabric and other automotive interior materials
12	Jinanese Leather Craftsman Automotive Products Co., Ltd	Shandong	/	leather interior

China's Automotive Leather Market Analysis Report

7.2 List of partial importers of automotive leather in China:

No.	Companies	Province	Website	Business Scope
13	Shanghai Huafeng Superfiber Materials Co., Ltd	Shanghai	http://microfibre.huafeng.com/eclipse/indexEn	Synthetic leather, microfiber leather, microfiber shoe leather, automotive interior leather
14	NANJING JIHUA 3521 SPECIAL EQUIPMENT CO.,LTD	Jiangsu	http://www.nj3521.com/	Special skin for automobile dashboard (PVC/ABS), automobile door guards, floor mats, special PU for seats
15	Guangzhou Midori Hokuyo Leather Products Co.,Ltd.	Guangdong	http://www.midori-alg.com/	Leather, fur, feathers and their products
16	Paizhi Automobile Leather (Jiaxing) Co., Ltd	Zhejiang	http://pangeamade.net	New technology processing of leather finishing, production of automotive leather products, semi-finished products
17	Jiaxing Midori Hokuyo Leather Products Co.,Ltd.	Zhejiang	http://www.midori-alg.com/	Produces and sells car seats and seat covers, and engages in the import and export of various commodities and technologies
18	BADER Automotive Leather(Dalian)Co.,Ltd.	Liaoning	http://badercn.com/	Production of automotive leather and automotive leather interior parts
19	Huojia County Wangtao Automobile Leather Factory	Henan	/	Leather product manufacturing; Automobile decorative products manufacturing
20	Fan County Automobile Leather Factory	Henan	/	Automotive decorative products manufacturing
21	Xinzheng Feifan Automobile Leather Shop	Henan	/	Automotive decorative products manufacturing
22	Suixian Hengli Automobile Leather Store	Henan	/	Leather product manufacturing
23	Xinyi Zhangsheng Automobile Leather Seat Cover Factory	Guangdong	/	Leather product manufacturing
24	Xinzheng Erbing Automobile Leather Factory	Henan	/	Automotive decorative products manufacturing

China's Automotive Leather Market Analysis Report

8. Hot Selling Products

Product: Nano Series Leather Product



Brand:

Dongchuang (Wuxi City, Jiangsu Province)

Introduction:

The product has flame-retardant and eco-friendly features. It is overall flame-retardant and meets the *National Mandatory Quality Inspection Report* (GB 8410-2006). Using advanced nano-technology, the leather is dense and full of texture. Besides, the leather is an upgrade from negative ion leather, with the added benefits of cleaning the air, removing odors and dust, and purifying formaldehyde.

Product: Anaba Leather



Brand:

Tianhai Leather (Dongguan) Co., Ltd

Introduction :

Anaba Leather is as durable as natural leather and has high resistance to wear, tear, and stretching. It is environmentally friendly from production to use, and has a lifespan of 3-5 years or even longer."



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