

TrendForce Says Global ASP of LED Light Bulbs Remains Stable in November, but ASP in Japan Market Drops

2017-12-06 [Allen Yu](#)

“Some brand vendors of LED light bulbs have lowered their prices since early October for the purpose of boosting sales,” said LEDinside analyst Allen Yu. “In November, the price of some products in Europe bounced back. However, in Japan, the market saw obvious price decline due to the vendors’ promotions and release of new products”.

Prices of LED components were stable in November as suppliers deploy in automotive market

The price were stable in China’s lighting LED package market in November despite of slight decline in LED chip prices. The price decline has brought no noticeable influences to the industry yet. But it is worth noticing that many of China’s lighting LED package suppliers tend to expand their business to the automotive lighting market. For example, Honglitrionic acquired Yishan and cooperated with Epistar, showing its intention to enter the automotive market. Yishan’s existing OE clients include ChangFeng Leopaard, Emgrand, Geely, Zotye, etc. So Honglitrionic will gradually expand its business to the supply chain of China’s domestic car market. Refond Optoelectronics has founded a wholly owned subsidiary, Shanghai Refond automotive lighting unit, to deploy in the market segment of automotive lighting. This is also in line with the future development plan of Refond to integrate its products and resources. In addition, other Chinese LED companies also deploy in the automotive market.

About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit www.trendforce.com

Major research divisions:

DRAMeXchange focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 PinchunChou@TrendForce.com

Lindsay Hou +886-2-8978-6488 ext.667 Lindsayhou@TrendForce.com

Source URL: Trendforce - Press Center [TrendForce Says Global ASP of LED Light Bulbs Remains Stable in November, but ASP in Japan Market Drops](#)