Rather than develop independently, the photoelectric sensor market tends to develop in line with other automation markets, such as programmable logic controllers (PLCs) and programmable automation controllers (PACs). The photoelectric sensors market in China grew moderately in 2014.

The photoelectric sensor market is impacted by several major automation trends that relate to the needs of end users and OEMs. For example, the trend toward information-driven manufacturing increases requirements for sensor-based data from machinery, production lines, and other manufacturing assets. For some applications, photoelectric sensors are the only types of sensors that can provide the needed data in a practical and cost-effective manner.

The food & beverage, machinery and automotive industries account for nearly 45 percent of the total China market. The electronics and electrical markets are also growing very fast in recent years.

Today, suppliers from Japan, Europe, and the US are dominating China’s photoelectric sensor market. This is a bit different situation than in other automation markets. The technical threshold of photoelectric sensors are relatively high, and it is not easy for local suppliers to enter very quickly.

ARC believes the total China photoelectric sensor market will keep a stable growth throughout the forecasted period.

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OEMs often stick with their current suppliers of photoelectric sensors. This makes it challenging for suppliers to enter new markets that are already well served. Price still plays an important role, but solution capability of suppliers is playing a more important role today. This market study answers some key questions to help new suppliers enter the photoelectric sensor market and existing suppliers grow their businesses, such as:

- How can suppliers best position photoelectric sensors within an information-driven manufacturing value proposition?
- What types of sensor solutions are users looking for?
- Is it more important to focus on solutions instead of simple product business?

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SCOPE
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- Pulp & Paper
- Semiconductors
- Textile

Market Breakdown by Sales Mode
Market Breakdown by Customer Type
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The China Photoelectric Sensor Market

Shipments by Industry
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- Pharmaceutical & Biotech
- Pulp & Paper
- Semiconductors
- Textile

Shipments by Sales Mode
- Direct
- Indirect

Shipments by Customers Type
- End Users
- OEMs

SUPPLIER PROFILES
Profiles for 11 of the major suppliers servicing this market are included. Each profile reviews the company’s business, products, and services as it applies to this market segment.