



2023 SS

**VIVA
MAGENTA**

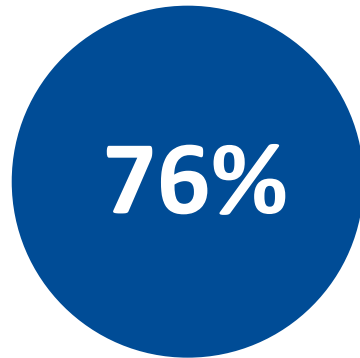
Hot trend of fall-proof products in the United States



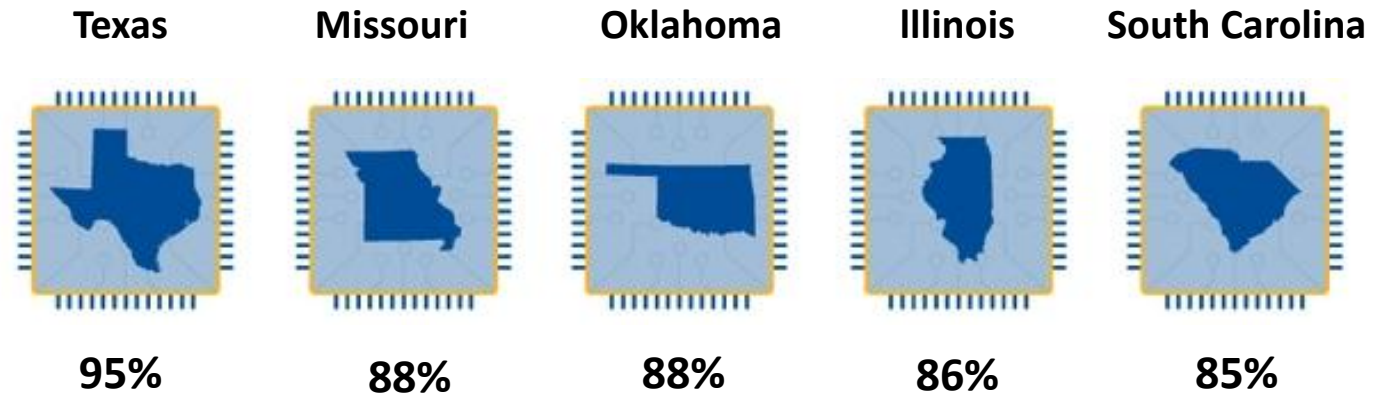
U.S. phone use problems & phonecase brand analysis

Breaking, Cracking, and Dropping Phones, Oh My!

How many people in each state have had a phone to replace a phone due to breaking it?



have had to replace a phone due to breaking it



Data source: Secure Data Recovery



How many people in each state currently have a cracked phone screen?

Mississippi



29%

Texas



29%

Louisiana



28%

South Carolina



28%

California



27%

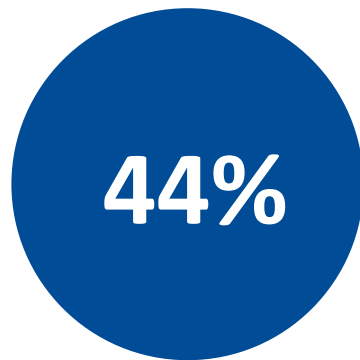
18%

currently have
a cracked
phone screen

Data source: Secure Data Recovery

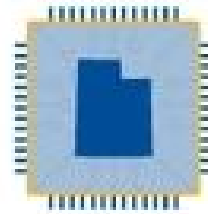


How many people in each state drop their phone at least once a week?



drop their phones
at least once
a week

Utah



Connecticut



Virginia



Mississippi



West Virginia



Data source: Secure Data Recovery

Guarding the phone with hardcore technology

Looking at the global mature market (in the U.S. market, for example), drop-proof phone case is the first major demand for cell phone cases, has accounted for 70% of the market share. Therefore, the most important demand of users is to protect the phone from falling.

U.S. functional phone case brand analysis

OTTERBOX

UAG

LifeProof

Ringke

smartish

(*) speck

moshi

loopycases

BANDOLIER



KM
K A S E M E

NOMAD





Opened several product lines such as "Defender", "Defender" and "Armor".

Phone case classification and price.

Basic model: Highly transparent TPU \$27.99

Functional drop-proof case \$39.95-\$99.95

Hot models: Highly transparent TPU case \$27.99



The OTTERBOX audience is 66.07% male and 33.93% female. The largest age group is 25 - 34 years old.

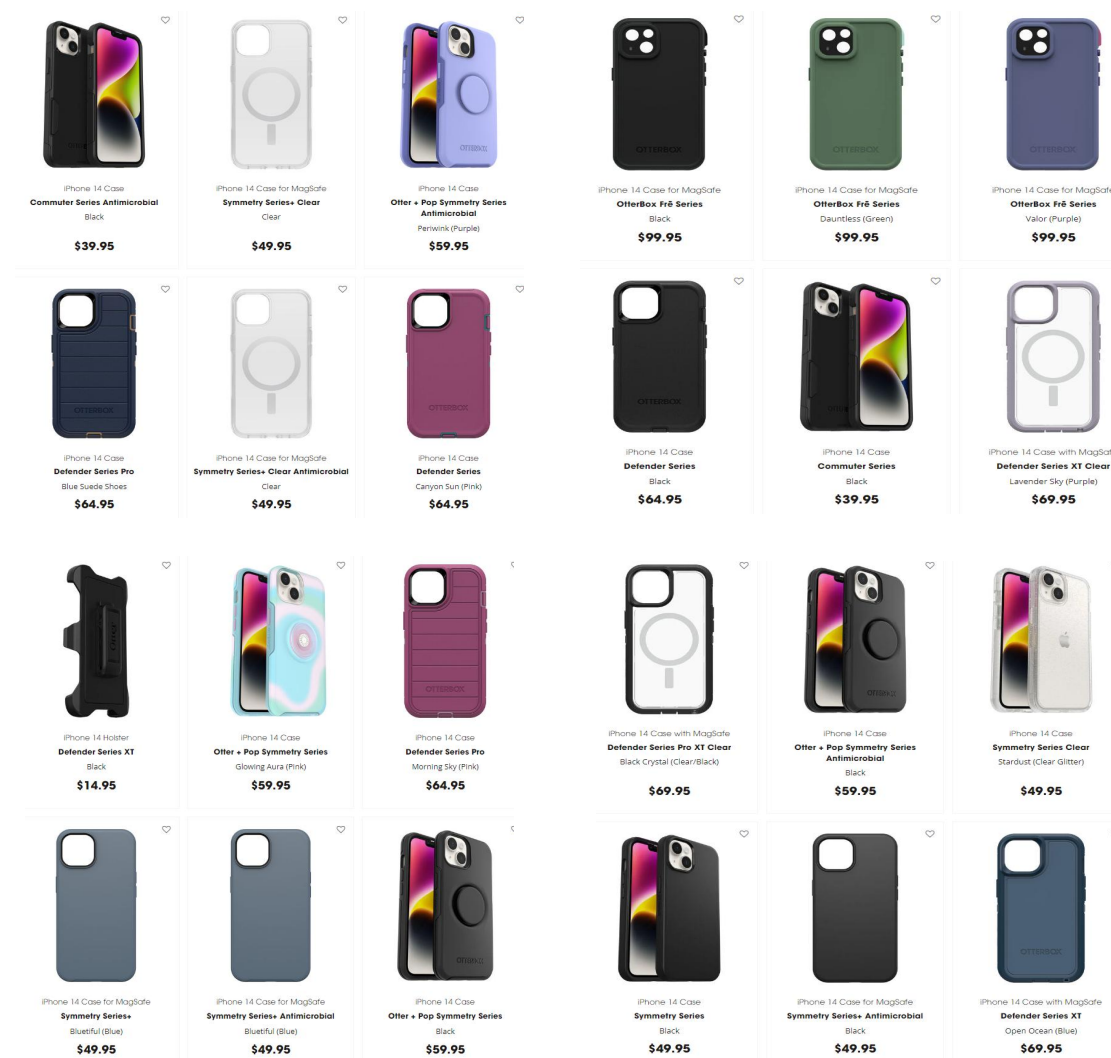
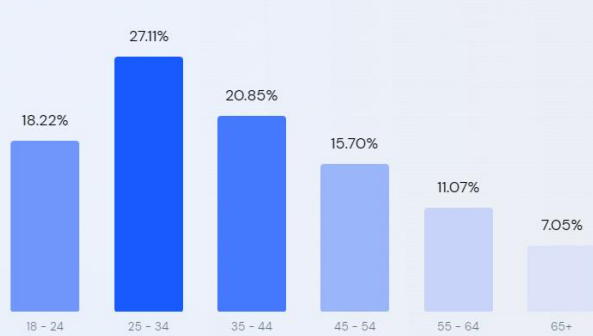
otterbox.com受众群体统计数据

受众构成可显示网站目前在各种受众中的市场份额。otterbox.com的受众中男性占66.07%，女性占33.93%。最大的访问者年龄组为25 - 34岁（电脑端）。（桌面版）

性别分布



年龄分布



UAG Brands certified by the U.S. military industry

Phone case classification and price.

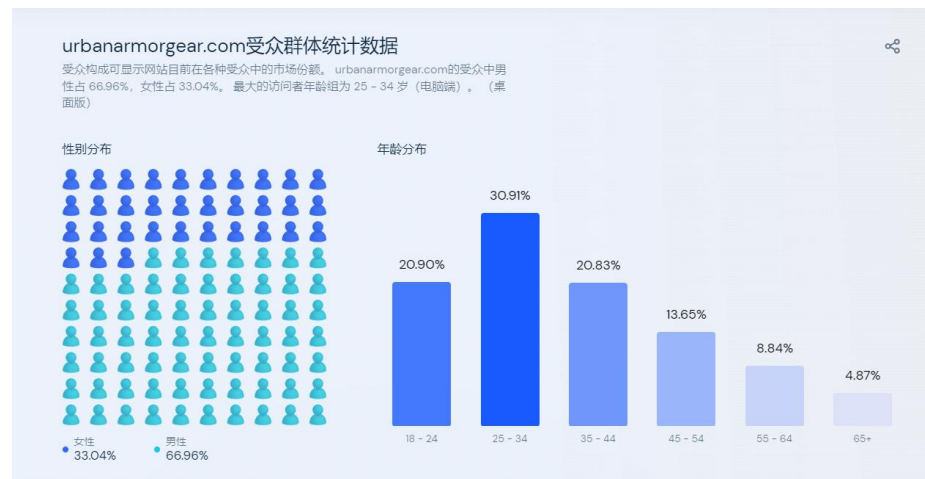
Basic model: Four corners drop-proof TPU \$39.95

Functional drop-proof case \$49.95-\$99.95

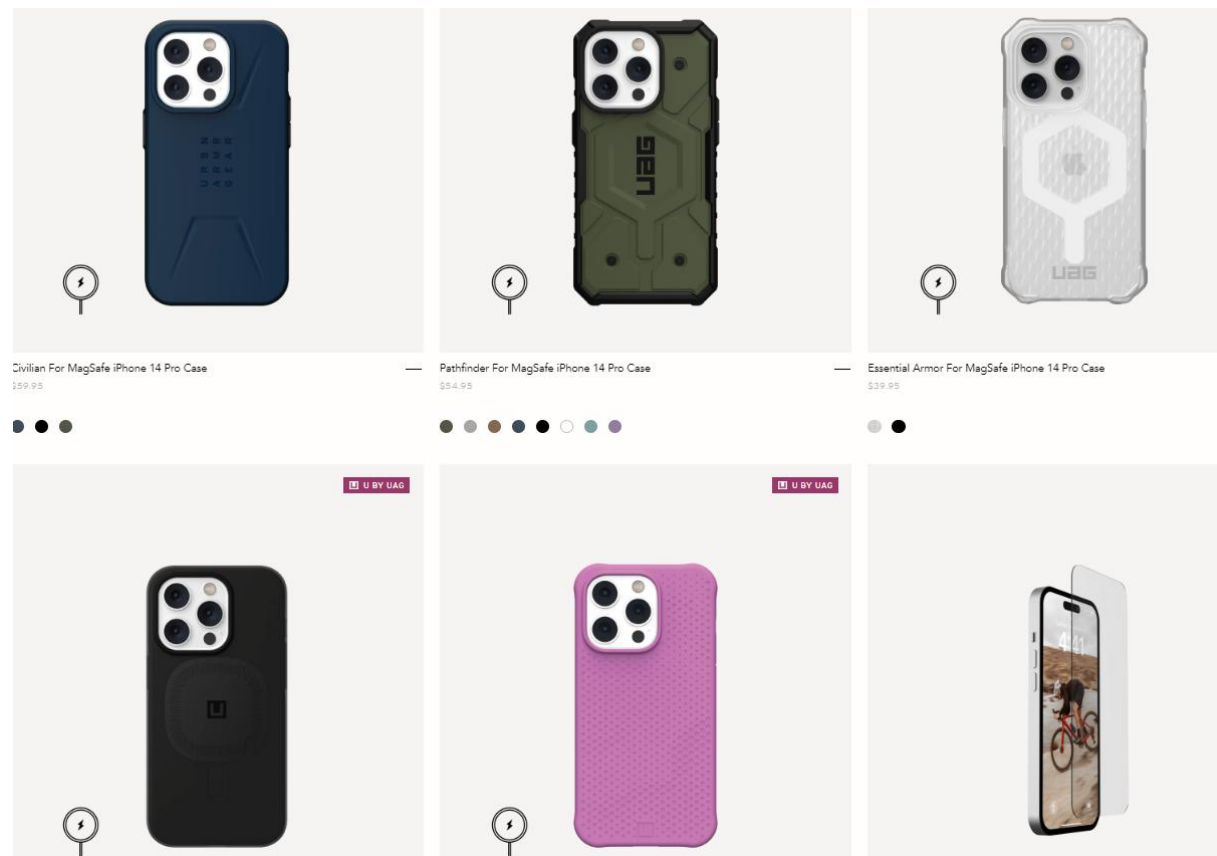
Hot models: functional drop-proof case \$79.95

The UAG audience was 66.96% male and 33.04% female.

The largest age group is 25 - 34 years old.



Featured Product: Functional drop-proof phone case with magsafe



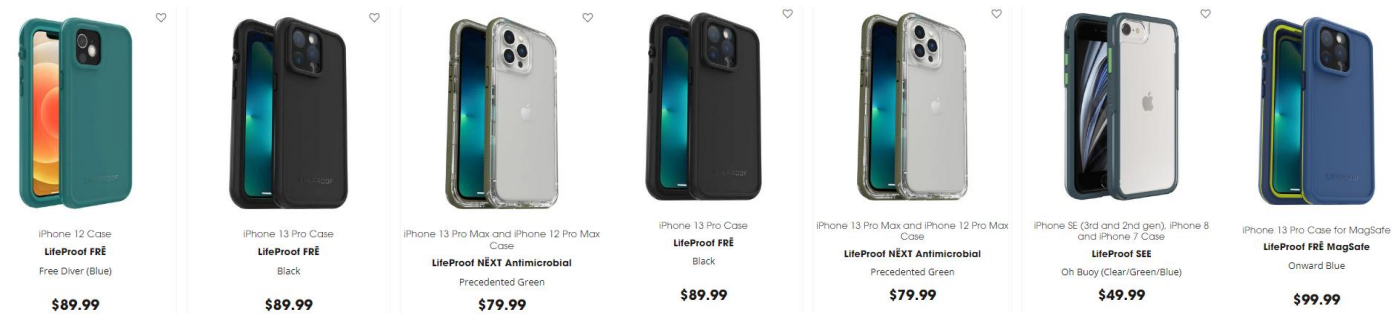
LifeProof U.S. Mill Military Drop Protection Certification

Phone case classification and price.

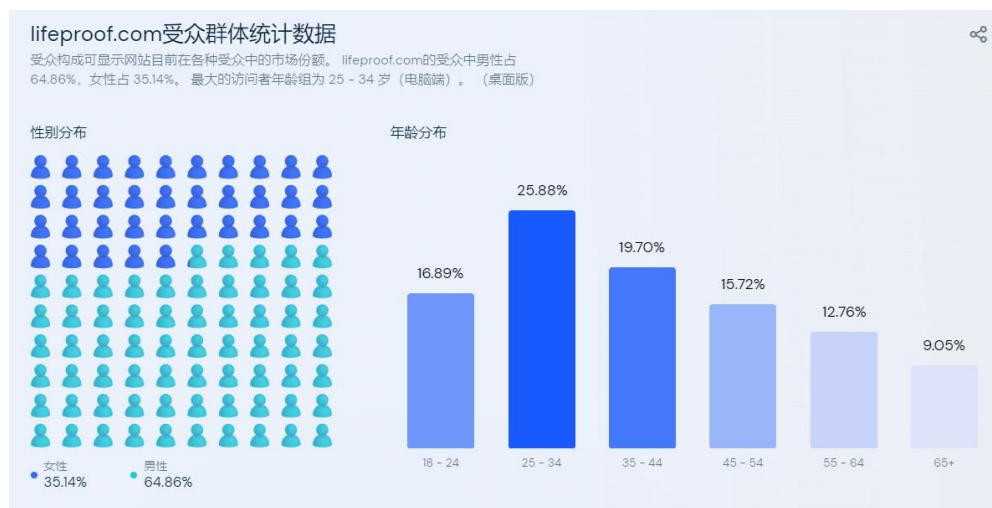
Basic model: transparent TPU \$49.99

Functional anti-drop case \$49.99-\$99.95

Hot models: waterproof phone case \$71.82



The LIFEPROOF audience is 64.86% male and 35.14% female. The largest age group is 25 - 34 years old.





Phone case classification and price.

Basic model: transparent TPU \$5.99

TPU case with card \$10.99

Hot models: card case \$14.99

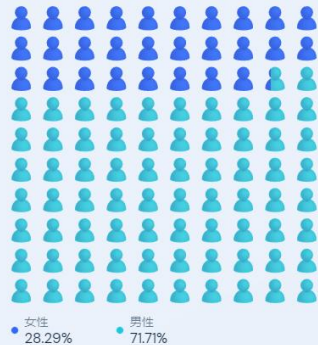


The RINGKE audience was 71.71% male and 28.29% female. The largest age group is 25 - 34 years old.

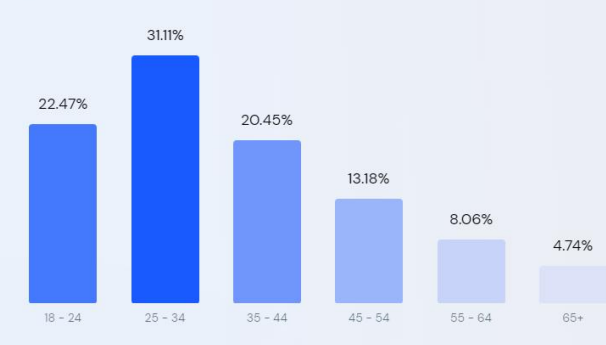
ringkestore.com受众群体统计数据

受众构成可显示网站目前在各种受众中的市场份额。ringkestore.com的受众中男性占71.71%，女性占28.29%。最大的访问者年龄组为25 - 34岁（电脑端）。（桌面版）

性别分布



年龄分布



iPhone 14 Pro Max 手机壳 | 融合
★★★★★ (1)
5.99 美元 14.99 美元



iPhone 14 Pro Max 手机壳 | 融合加
★★★★★ (1)
8.99 美元 15.99 美元



iPhone 14 Pro Max 手机壳 | 融合哑光
★★★★★ (4)
9.99 美元 15.99 美元



iPhone 14 Pro Max 手机壳 | 保险红
★★★★★ (0)
8.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 融合
★★★★★ (1)
5.99 美元 14.99 美元



iPhone 14 Pro 手机壳 | 保险红
★★★★★ (0)
9.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 融合-X
★★★★★ (1)
9.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 玛瑙
★★★★★ (0)
9.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 玛瑙
★★★★★ (0)
10.99 美元 17.99 美元



iPhone 14 Pro 手机壳 | 玛瑙设计
★★★★★ (0)
11.99 美元 18.99 美元



iPhone 14 Pro 手机壳 | 融合哑光
★★★★★ (0)
8.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 空气
★★★★★ (1)
8.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 融合加
★★★★★ (0)
9.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 融合卡
★★★★★ (5)
10.99 美元 15.99 美元



iPhone 14 Pro 手机壳 | 融合设计
★★★★★ (0)
16.99 美元 17.99 美元



iPhone 14 Pro 手机壳 | 聚磁哑光
★★★★★ (3)
23.99 美元



phone case classification and price.

Wallet Slayer Vol 1
\$14.99-29.99

Wallet Slayer Vol. 2
(\$17.99-34.99)

Handshake model
\$19.99-34.99

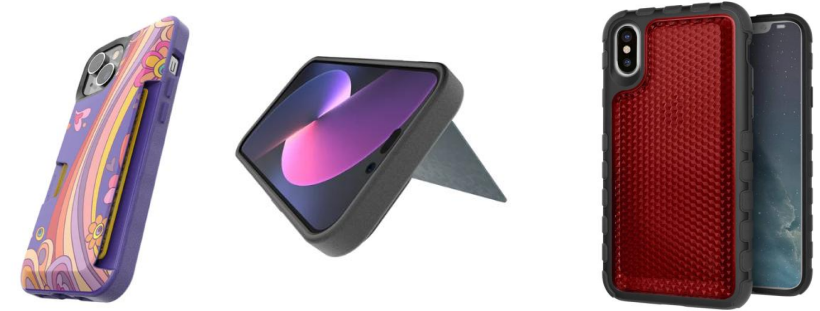
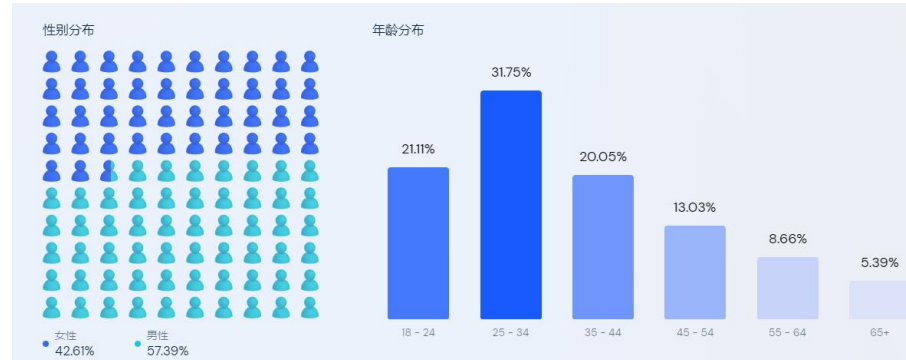
Crossbody style
\$29.99-44.99

Guardzilla
\$19.99

Folio Wallet Style Phone Case
\$14.99

Basic Clear Case
\$11.99

The smartish audience is 57.39% male and 42.61% female. The largest age group is 25 - 34 years old.





The main focus on a certain function, such as antibacterial, magsafe, anti-drop.

Phone case classification and price.

Antibacterial (hot models)
\$24.95-49.95

Made for MagSafe
\$49.95

Clear case (basic model)
\$24.95-39.95

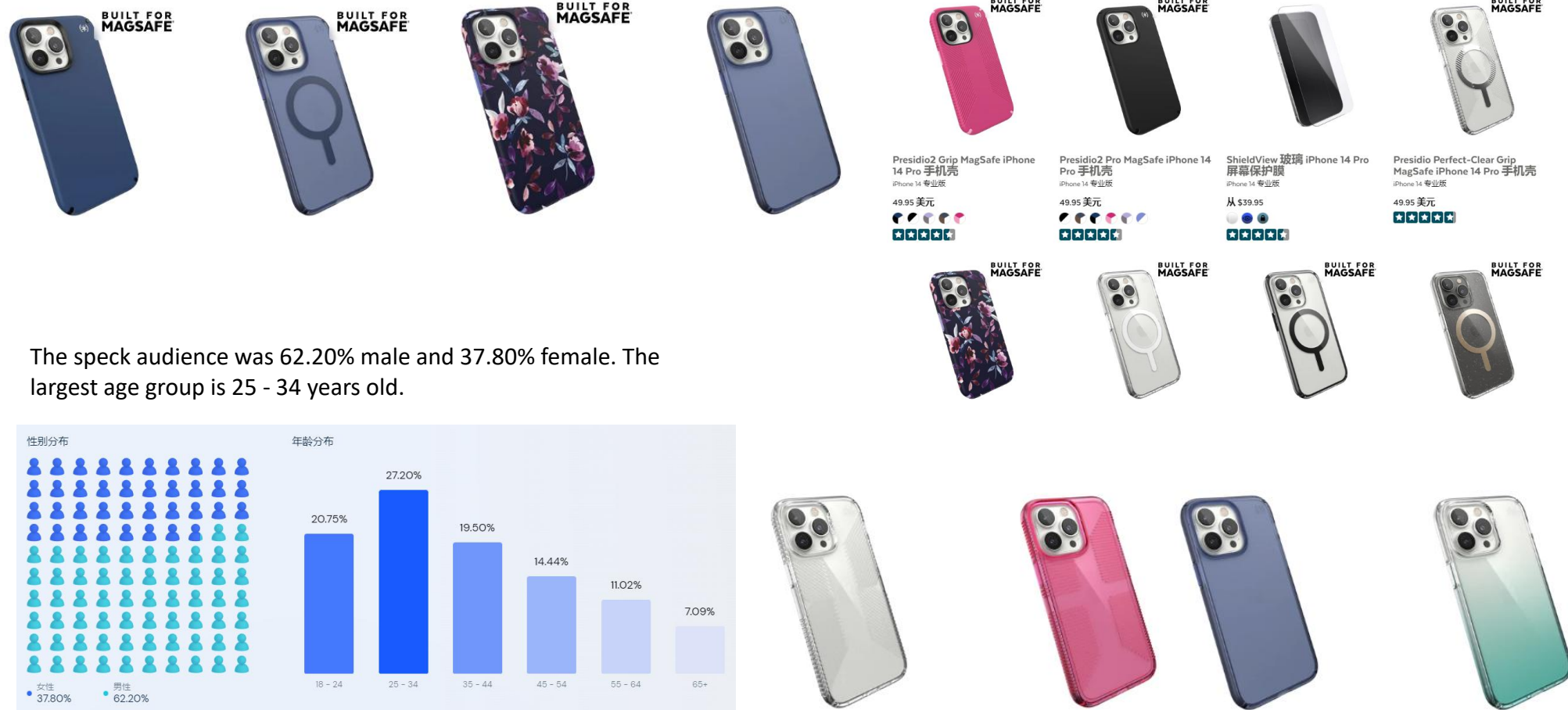
Glitter
\$44.95-49.95 (+magsafe)

tight grip
\$29.95-49.95

Pattern
\$24.95-49.95

soft touch
\$24.95-49.95

Wireless charging compatible
\$24.95-44.95



moshi

Phone case classification & price.

Basic section:

Ultra-thin hard case \$45.95-49.95 (solid color + magsafe)

Ultra-thin transparent case \$35.95-39.95

Hot models:

with removable magnetic wallet \$65.95-66.95

The moshi audience is 63.55% male and 36.45% female.

The largest age group is 25 - 34 years old.





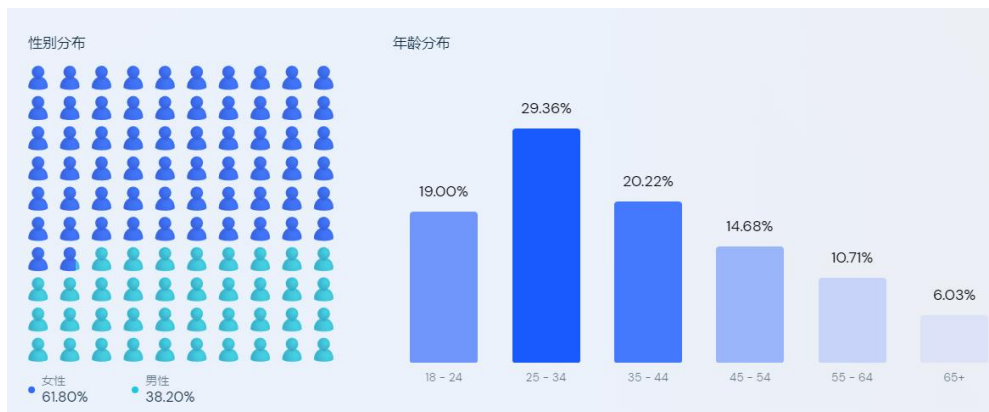
**Slim enough
resistant to drops and cracks**

Phone case classification & price.

Basic: Transparent series \$42

Print series \$39

The audience of loopycases was 38.20% male and 61.80% female. The largest age group is 25 - 34 years old.



BANDOLIER

Patented crossbody shoulder strap turns cell phones into stylish carry-ons

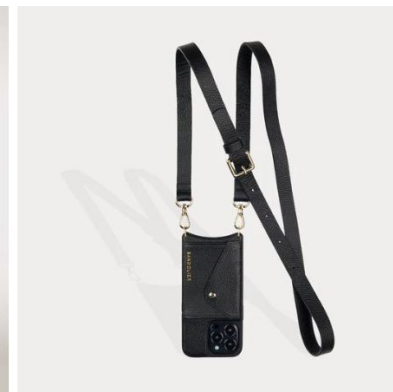
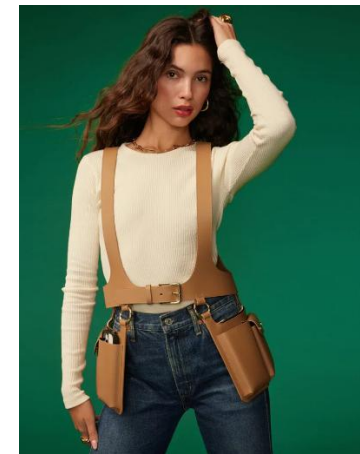
Phone case classification & price.

Basic & hot models: Crossbody style \$98-248

Shoulder & Wrist Strap \$70.8-248

Men's collection \$75-85.5

The audience consisted of 32.01% males and 67.99% females. The largest age group was 25 - 34 years.





Ultra-thin phone case

Bestsellers:

TPU transparent case \$39.99-49.99

High-end models:

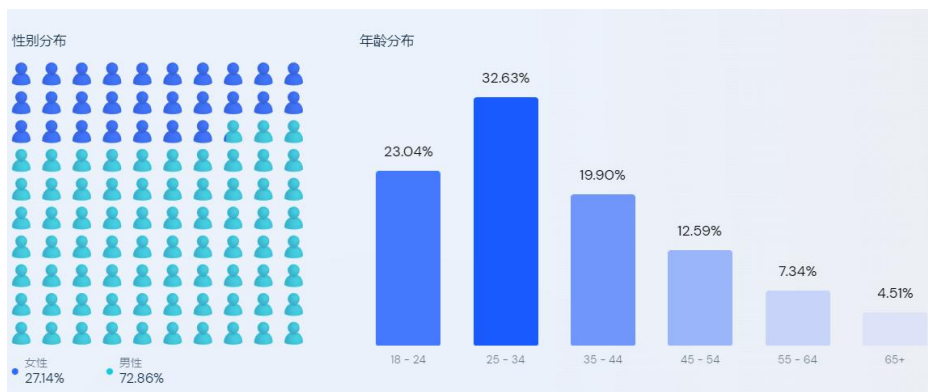
First ever Enzo series \$150

Highlights: Made of Genoma™ Italian leather, produced without chemicals with the help of natural vegetable tanning.

Product price range:

\$24.99-\$150

The audience of loopycases was 72.86% male and 27.14% female. The largest age group was 25 - 34 years old.



超混合 (MagFit)

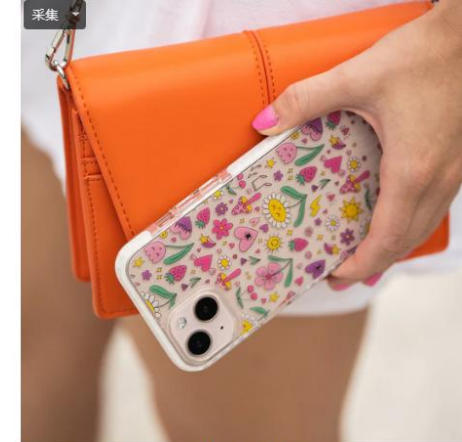
适用于 iPhone 14 Pro

49.99 美元



Flexible Customization & Fast Delivery for Brands since 2006





Phone Case Category & Price.

Holiday Hotspot Series \$34-\$34.95

Sweater Weather Series \$34

Clear Case Collection \$34.95

artist collection \$34

Photographer's Collection \$34

personalized collection \$49

The KASEME audience was 38.26% male and 61.74% female.
The largest age group is 25 - 34 years old.



Phone case classification & price.

Featured model: leather case series (full-grain, sustainably sourced leather + magsafe)

Pricing: \$69.95-79.95 (Folio)

Drop-proof series (TPU+PET backing+magsafe)

Pricing: \$49.95

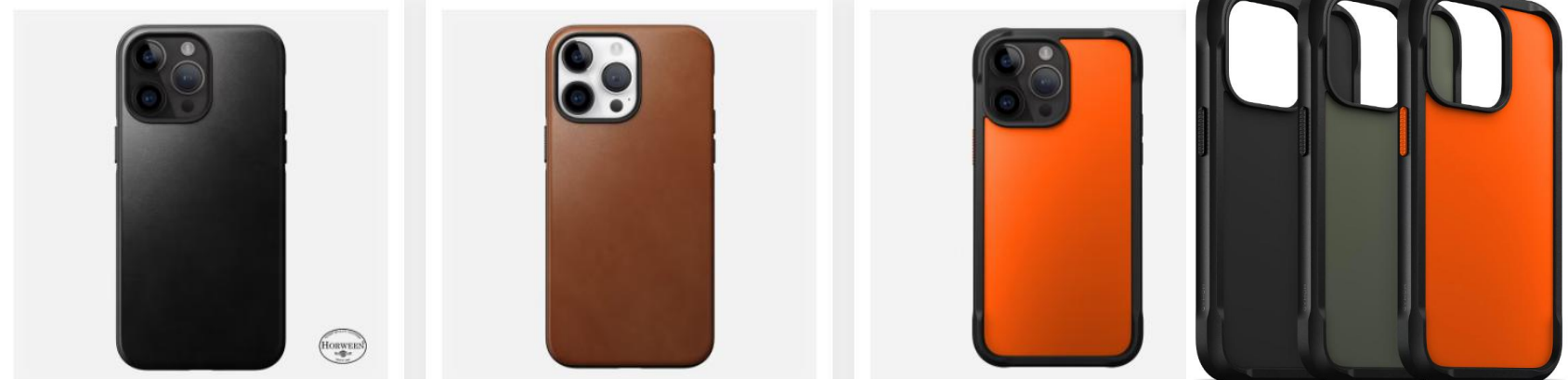
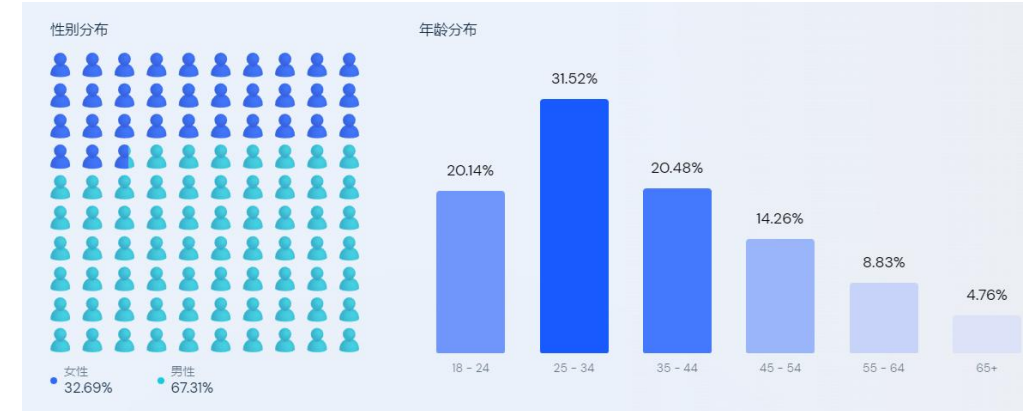
Ultra-thin series (50% post-industrial recycled material + wireless charging)

Pricing: \$29.95

Sport series (high-gloss, grippy back panel + magsafe)

Pricing: \$39.95

The NOMAD audience was 67.31% male and 32.69% female. The largest age group is 25 - 34 years old.



Summary.

Taking the above brands as examples.

- The U.S. brand with a simple product positioning has a male audience of over **60%**.
- Brands with more female audience, products tend to be **functional** (lanyards, bracelets, etc.) or pattern-based.
- No matter men or women, the products are on the thick side.
- Basic model-transparent TPU **\$20-\$35**.
- Featured molds-**\$40-\$60**.
- PU model-**\$60-70**.
- Add **\$10** for magsafe products on top of normal products.





Hot trend of fall-proof products in the United States



A highly transparent classic

High - Transparent
Strong - anti-yellowing

Thickness: 2.0MM PC+2.8MM TPU

Material: PC+TPU

Anti-yellowing: nano-coating technology, never yellowing

Model: Apple full series



Magnetic transparent case

Heightened design
Enhanced front and rear anti-scratch force

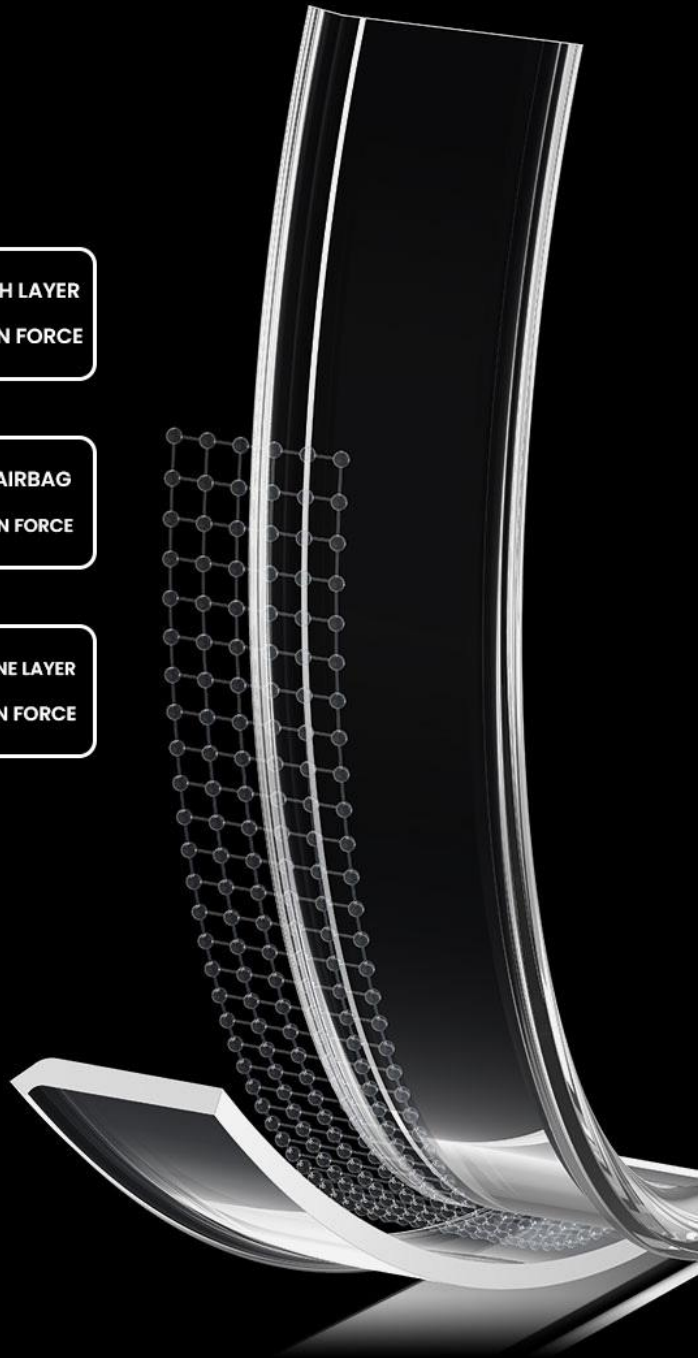
Material: PC+TPU
Anti-yellowing: nano-coating technology,
never yellowing
Model: Apple full series



NANO ANTI-SCRATCH LAYER
10% REDUCTION IN FORCE

INVISIBLE VACUUM AIRBAG
78% REDUCTION IN FORCE

HIGHLY ELASTIC SILICONE LAYER
10% REDUCTION IN FORCE



2-in-1 Clear Case

Two-in-one detachable

Improved shock absorption for drop protection

Feel free to match the colorful frame



Material: PC+TPU
Process: waterproof grain
Model: Apple full series





Double airbag high permeability shell

360 surround type double airbags
Enhanced fall protection

Thickness: 1.5MMPC sheet+2.5MMTPU

Material: PC sheet + TPU

Anti-yellowing: nano-coating technology, never yellowing

Model: Apple full series

Armor anti-drop shell

All-around anti-drop for enhanced protection
Anti-slip design of the body, double protection

Material: PC+TPU

Process: electroplated lens frame + button

Model: Apple full series



All-inclusive drop-proof frosted case

Highly transparent back
panel + frosted edges
Clever combination, more texture
Four corner drop-proof design
Reinforced drop protection

Material: PC+TPU
Process: frosted bezel
Model: Apple full series





Peripheral impact resistant phone case

Thickness: 2.0MM PC+2.8MM TPU+1.2TPE

Material: PC+TPU+TPE

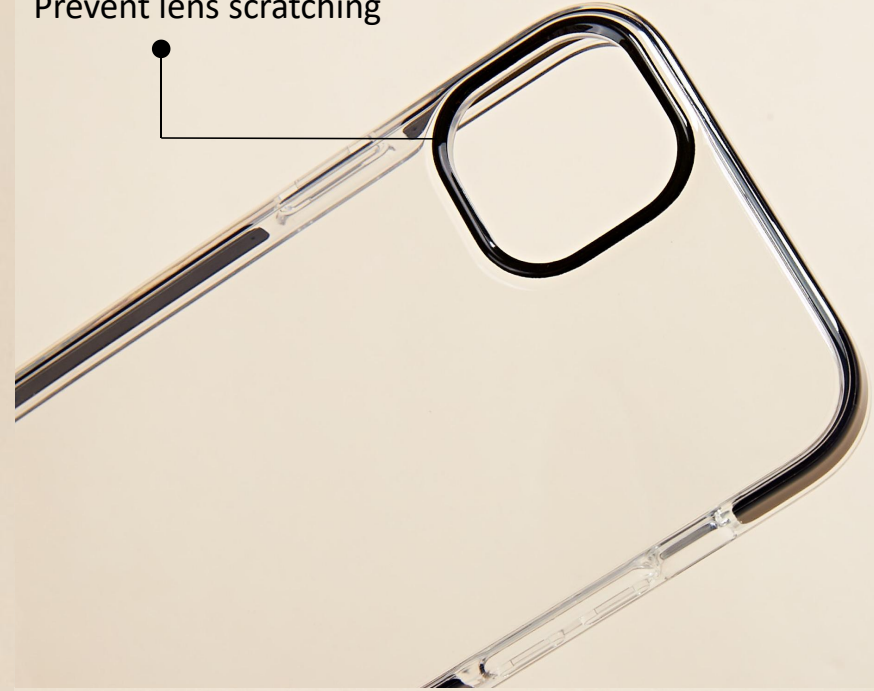
Anti-yellowing: PC over UV and NDB anti-yellowing

Model: Apple full series

Maintains high transparency and never yellows



The camera is 1mm higher
Prevent lens scratching



3M anti-collision more resistant to fall
Color border more fashionable



Colorful and highly transparent shell

Thickness: 2.0MM PC+3.2MM TPU+1.3TPE

Material: PC+TPU+TPE

Anti-yellowing: PC over UV and NDB anti-yellowing

Model: Apple full series

Appearance patent number: 2021307793518



Camera ring with separate TPE desi_
More texture, more advanced



Strong explosion-proof screen phone case



2MM higher than the lens
2MM higher than the screen



Double-layer micro airbag protection
Three layers of drop protection
Don't worry about dropping your phone

Thickness: 2.0MM PC+2.5MM TPU
Material: PC sheet + TPU
Process: 3M protective vacuum plating + laser engraving process
Model: Apple full series
US patent number: 29/613400

Armor military phone case



Material: PC+TPU
Model: Apple full series



Convex edge design

Bow frosting

Fine engraving process

Anti-slip feel

Anti-fall airbag

Anti-fall airbag

Precise material selection



All-inclusive drop-proof phone case

Scratch-resistant and wear-resistant,
comfortable to touch.

Independent metal keys with sensitive presses

Thickness: 1.5MM PC+2.5MM TPU

Material: PC+TPU

Process: Veneer process

Model: Apple full series

Appearance patent number: 2021302190270



Vintage Simulated Leather Phone Case

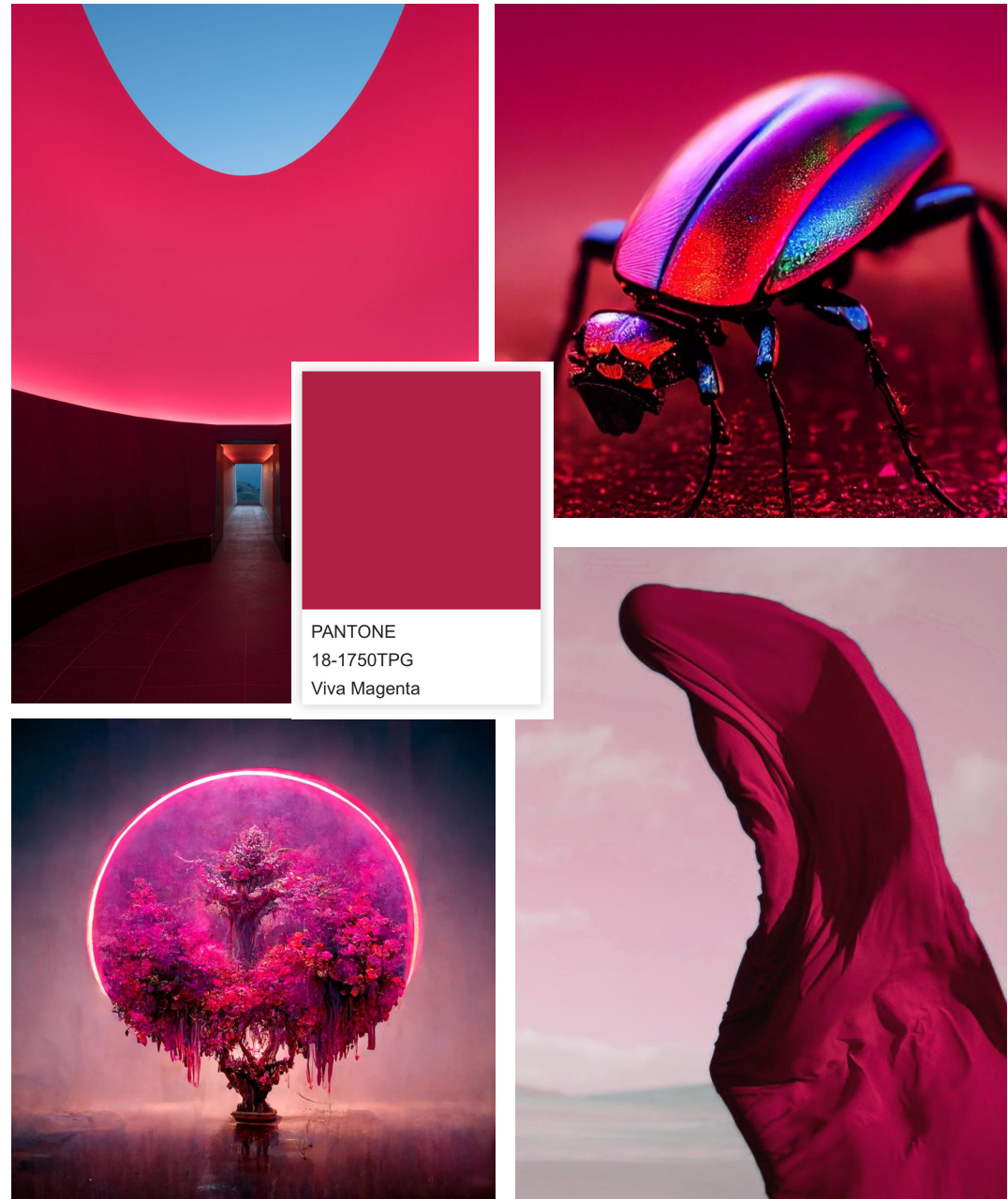
Real leather feel
Anti-slip, anti-hand sweat, no fingerprints

Built-in magnetic suction design, Does not fall off Absolutely no breakage of the phone

Material: TPU+PU
Process: notch lamination
Model: Apple full series



Color of the Year 2023



PANTONE
18-1750TPG
Viva Magenta

PANTONE 18-1750 (Viva Magenta), the Pantone Color of the Year, is vibrant and dynamic. This color, born from nature's red family, conveys a new message of strength, a brave, fearless, stirring color, with lush imagery of cheerful optimism and celebration, charting a new chapter. Self-empowering and empowering, the vivid new red revels in pure joy, encouraging a spirit of experimentation and unrestrained self-expression, an exhilarating, border-crossing color that represents a style that stands out and embraces everyone who shares the same passion and rebellious spirit for life. It is a color that is bold, fearless, wise and all-encompassing.

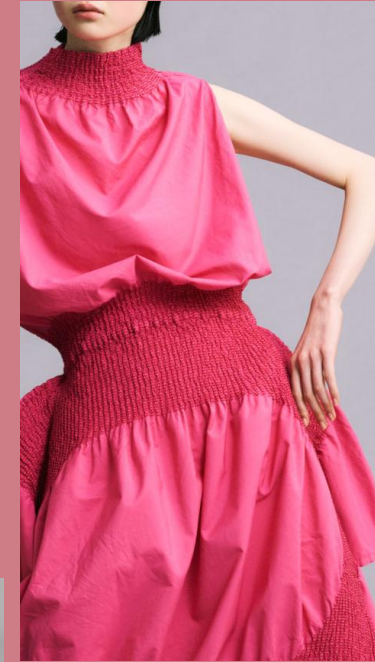
APPLICATION GUIDE

● Color application guide



The color mostly appears in a mix of mature and edgy style in major fashion shows and the latest season brand image, especially in the clothing industry, focusing on Rick Owens, Issey Miyake, Ulla Johnson and other edgy sense of mature brands. The color scheme is mostly in different concentrations of pastel colors to balance the boldness of red, but also see the earth colors as embellishments, revealing a rebellious taste, but without losing tenderness.

PANTONE® PALE DOGWOOD 13-1404	
PANTONE® GRAY SAND 13-1010	
PANTONE® GRAY LILAC 13-3804	
PANTONE® VIVA MAGENTA 18-1750	
PANTONE® PALE KHAKI 15-1216	
PANTONE® FIELDS OF RYE 15-1115	
PANTONE® AGATE GRAY 15-6307	
PANTONE® PLEIN AIR 13-4111	



BRAND PERFORMANCE

- Watches, shoes to cell phones
Major brands follow the new fashion



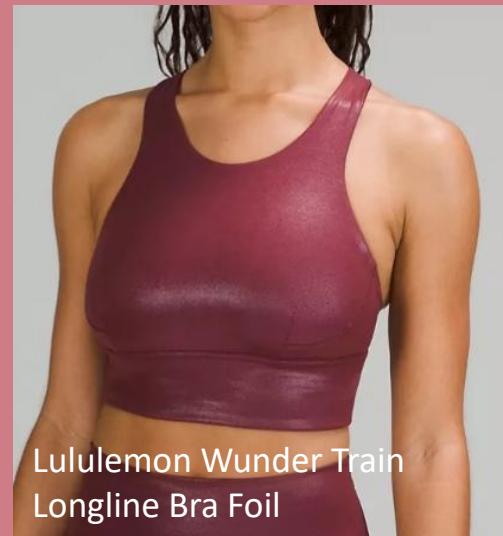
Motorola released new products in the U.S. market



Pantone skate shoe brand
CARIUMA launches little red shoes



NIXON main watch



Lululemon Wunder Train
Longline Bra Foil



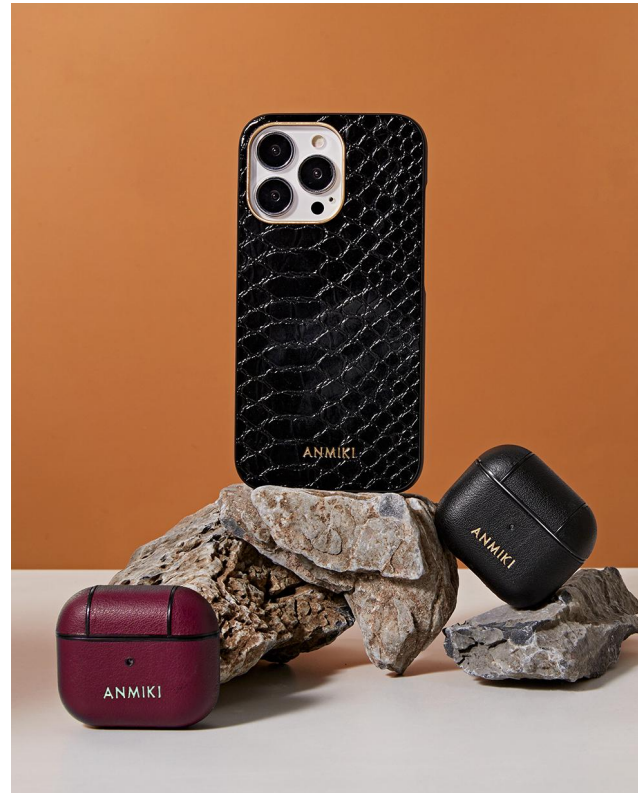
SPY Boundless Sunglasses

COLOR VERIFICATION

● Color forward use



C&T's product design is always at the forefront of fashion. In the 2022 collection, we have repeatedly used a shade of red that is very close to Extraordinary Magenta. The saturation is intense and, like the extraordinary magenta, conveys a strong sense of vitality.



COLOR VERIFICATION

● Color forward use

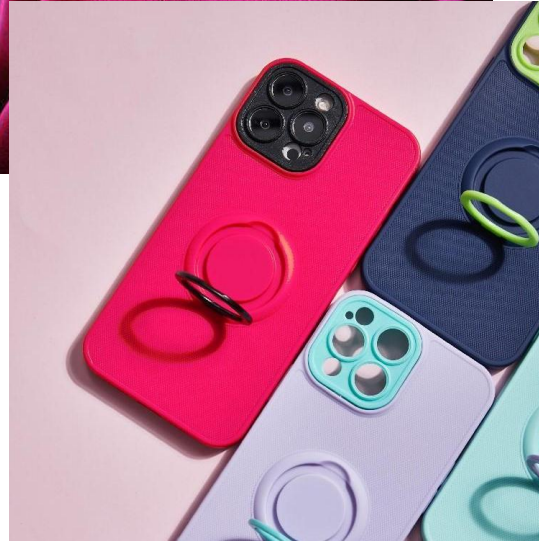
PANTONE 18-1750 Viva Magenta welcomes anyone with a passion for life and a rebellious spirit.

C&T's product design is always at the forefront of fashion. In the 2022 collection, we have repeatedly used a shade of red that is extremely close to Extraordinary Magenta. The saturation is intense and, like Extraordinary Magenta, conveys a strong sense of vitality.



COLOR VERIFICATION

● Color forward use



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Published by: C&T Marketing Operations Center