

# Analyzing Major Household Appliances Industry in US

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## Abstracts

Spurred by improvements in the US economy, the market for household appliances in the US has posted strong growth in 2010 and 2011 as compared to the period 2008-2009. The US government's Cash for Appliances rebate program contributed significantly to the growth and boosted the sales of appliances that are energy efficient.

In 2011, cooking appliances was the largest segment in the industry, followed by laundry appliances, freezers & refrigerators, and dishwashers. Dishwashers had a very small market share, accounting for just about ten percent of the market share.

The biggest players in the US major household appliances industry were GE, Whirlpool, and Electrolux, followed closely by LG Electronics and Samsung Electronics.

Aruvians Rsearch analyzes the major household appliances in the US industry in its research offering Analyzing Major Household Appliances Industry in US. The report is a complete analysis of the industry through the leading segments of cooking appliances, laundry appliances, freezers & refrigerators, and dishwashers.

The report analyzes the global market for household appliances before moving on to the US market analysis. For the major household appliances market in the US, we analyze the industry through an industry overview, market demand, the market for cooking appliances, dishwashers, freezers & refrigerators, and laundry appliances.

Industry trends, industry structure, and industry distribution channels are analyzed in the report as well, along with the importance of brand name in this industry.

Technical developments in the industry are analyzed, followed by an analysis of the import/export scenario of the industry. Regulatory framework that has influenced the market significantly in recent years is also analyzed.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook.

An analysis of the major market players such as Electrolux, GE, Whirlpool, etc., through a corporate profile, business segment analysis, financial analysis, industry presence, and a SWOT analysis, completes this comprehensive analysis of the Major Household Appliances Industry in the US.

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