

# **Japan Household Appliance Market by Product (Refrigerator, Air Conditioner & Heater, Entertainment & Information Appliances, Washing Machine, Dish Washer, Wall Oven, Microwave, Cooking Appliances, Coffee Machine, Blender, Juicer, Canister, Deep Cleaners, Other Vacuum Cleaners, Steam Mop, and Other Appliances) and Distribution Channel (Supermarket, Specialty Store , Manufacturer Store, E-commerce Company, Others): Opportunity Analysis and Industry Forecast, 2018-2025**

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## **Abstracts**

Household appliances can be categorized into major appliances or white goods, small appliances, and consumer electronics. Major appliances are large home appliances used for regular housekeeping tasks such as cooking, washing laundry, food preservation, and others. These are generally equipped with special connections such as electrical, gas, plumbing, and ventilation arrangements; and thus, limits the mobility of the appliances around the house. Small appliances are semi-portable or portable machines and are generally used on platforms such as counter-tops and table tops. Some of the small appliances are air purifiers, humidifiers & de-humidifiers, blenders, clothes steamers & iron, electric kettle & coffee machines, and others. Consumer electronics include devices used for entertainment, communications, and home-office activities, such as TV, music system, and others.

Increase in technological advancements, rapid urbanization, growth of the housing sector, rise in per capita income, improvement in living standard, surge in need for

comfort in household chores, changes in consumer lifestyle, and escalation in number of smaller households are the key factors that drive the growth of the Japan household appliances market. In addition, inclination of consumers toward eco-friendly & energy-efficient appliances further boost the market growth. Moreover, factors such as government initiatives for energy-efficient appliances undertaken across various countries such as the U.S. and many EU countries are expected to facilitate the adoption of energy efficient appliances in the recent years.

The report segments the market based on product, distribution channel, and region. The product segment includes refrigerator, air conditioner & heater, entertainment & information appliances, washing machine, dish washer, wall oven, microwave, cooking appliances, coffee machine, blender, juicer, canister, deep cleaners, other vacuum cleaners, steam mop, and other appliances.

The distribution channel segment includes supermarket real, specialty store real, manufacturer store, and e-commerce company. The e-commerce distribution channel is expected to witness an exponential growth due to rise in penetration of internet & smart phones and growth of the e-commerce industry.

Key players profiled in the report include Hitachi Ltd., Robert Bosch GmbH, AB Electrolux, Haier, LG Electronics Inc., Samsung Electronics Co., Ltd., Panasonic Corporation, Sharp Corporation, Midea Group Co., Ltd., Whirlpool Corporation, Bissell, Inc., De'Longhi Appliances S.r.l., Dyson Ltd., Keurig Dr Pepper, Inc., and Shark Ninja Co., Ltd.

## KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the current household appliance market trends, estimations, and dynamics of the Japan household appliance market from 2018 to 2025 to identify the prevailing market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the household appliance market segmentation assists to determine the prevailing household appliance market opportunities.

Major countries in each region are mapped according to their revenue

contribution to the industry.

Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as Japan household appliance market, key players, market segments, and growth strategies.

## KEY MARKET SEGMENTS

### By Product

Refrigerator

Air Conditioner & Heater

Entertainment & Information Appliances

Washing Machine

Dish Washer

Wall Oven

Microwave

Cooking Appliances

Coffee Machine

Blender

Juicer

Canister

Deep Cleaners

Other Vacuum Cleaners

Steam Mop

Other Appliances

By Distribution Channel

Supermarket

Specialty Store

Manufacturer Store

E-Commerce Company

Others

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Benefits for Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. Key findings of the study
- 2.2. CXO perspective

### **CHAPTER 3: MARKET OVERVIEW**

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top investment pocket
- 3.3. Porter's five forces analysis
  - 3.3.1. Bargaining power of suppliers
  - 3.3.2. Bargaining power of buyers
  - 3.3.3. Threat of substitution
  - 3.3.4. Threat of new entrants
  - 3.3.5. Intensity of competitive rivalry
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Customers' loyalty towards domestic brands
    - 3.4.1.2. Inclination of customers towards ecofriendly appliances
  - 3.4.2. Opportunities
    - 3.4.2.1. Government initiative for energy efficient appliances

### **CHAPTER 4: JAPAN HOUSEHOLD APPLIANCES MARKET, BY PRODUCT**

- 4.1. Overview
  - 4.1.1. Market size and forecast

- 4.1.2. Refrigerator
  - 4.1.2.1. Key market trends, growth factors, and opportunities
  - 4.1.2.2. Market size and forecast
- 4.1.3. Air Conditioner & Heater
  - 4.1.3.1. Key market trends, growth factors, and opportunities
  - 4.1.3.2. Market size and forecast
- 4.1.4. Entertainment & Information Appliances
  - 4.1.4.1. Key market trends, growth factors, and opportunities
  - 4.1.4.2. Market size and forecast
- 4.1.5. Washing Machine
  - 4.1.5.1. Key market trends, growth factors, and opportunities
  - 4.1.5.2. Market size and forecast
- 4.1.6. Dish Washer
  - 4.1.6.1. Key market trends, growth factors, and opportunities
  - 4.1.6.2. Market size and forecast
- 4.1.7. Wall Oven
  - 4.1.7.1. Key market trends, growth factors, and opportunities
  - 4.1.7.2. Market size and forecast
- 4.1.8. Microwave
  - 4.1.8.1. Key market trends, growth factors, and opportunities
  - 4.1.8.2. Market size and forecast
- 4.1.9. Cooking Appliances
  - 4.1.9.1. Key market trends, growth factors, and opportunities
  - 4.1.9.2. Market size and forecast
- 4.1.10. Coffee Machine
  - 4.1.10.1. Key market trends, growth factors, and opportunities
  - 4.1.10.2. Market size and forecast
- 4.1.11. Blender
  - 4.1.11.1. Key market trends, growth factors, and opportunities
  - 4.1.11.2. Market size and forecast
- 4.1.12. Juicer
  - 4.1.12.1. Key market trends, growth factors, and opportunities
  - 4.1.12.2. Market size and forecast
- 4.1.13. Air Canister
  - 4.1.13.1. Key market trends, growth factors, and opportunities
  - 4.1.13.2. Market size and forecast
- 4.1.14. Deep Cleaners
  - 4.1.14.1. Key market trends, growth factors, and opportunities
  - 4.1.14.2. Market size and forecast

- 4.1.15. Other Vacuum Cleaners
  - 4.1.15.1. Key market trends, growth factors, and opportunities
  - 4.1.15.2. Market size and forecast
- 4.1.16. Steam Mop
  - 4.1.16.1. Key market trends, growth factors, and opportunities
  - 4.1.16.2. Market size and forecast
- 4.1.17. Other Appliances
  - 4.1.17.1. Key market trends, growth factors, and opportunities
  - 4.1.17.2. Market size and forecast

## **CHAPTER 5: JAPAN HOUSEHOLD APPLIANCES MARKET, BY DISTRIBUTION CHANNEL**

- 5.1. Overview
  - 5.1.1. Market size and forecast
  - 5.1.2. Supermarket
    - 5.1.2.1. Key market trends, growth factors, and opportunities
    - 5.1.2.2. Market size and forecast
  - 5.1.3. Specialty Store
    - 5.1.3.1. Key market trends, growth factors, and opportunities
    - 5.1.3.2. Market size and forecast
  - 5.1.4. Manufacturer Store
    - 5.1.4.1. Key market trends, growth factors, and opportunities
    - 5.1.4.2. Market size and forecast
  - 5.1.5. E-commerce
    - 5.1.5.1. Key market trends, growth factors, and opportunities
    - 5.1.5.2. Market size and forecast
  - 5.1.6. Others
    - 5.1.6.1. Key market trends, growth factors, and opportunities
    - 5.1.6.2. Market size and forecast

## **CHAPTER 6: COMPANY PROFILES**

- 6.1. AB Electrolux
  - 6.1.1. Company overview
  - 6.1.2. Company snapshot
  - 6.1.3. Operating business segments
  - 6.1.4. Product portfolio
  - 6.1.5. Business performance

- 6.1.6. Key strategic moves and developments
- 6.2. Bissell, Inc.
  - 6.2.1. Company overview
  - 6.2.2. Company snapshot
  - 6.2.3. Product portfolio
  - 6.2.4. Key strategic moves and developments
- 6.3. De'Longhi Appliances S.r.l.
  - 6.3.1. Company overview
  - 6.3.2. Company snapshot
  - 6.3.3. Product portfolio
  - 6.3.4. Business performance
  - 6.3.5. Key strategic moves and developments
- 6.4. Dyson Ltd.
  - 6.4.1. Company overview
  - 6.4.2. Company snapshot
  - 6.4.3. Product portfolio
- 6.5. Haier Electronics Group Co., Ltd.
  - 6.5.1. Company overview
  - 6.5.2. Company snapshot
  - 6.5.3. Operating business segments
  - 6.5.4. Product portfolio
  - 6.5.5. Business performance
  - 6.5.6. Key strategic moves and developments
- 6.6. Keurig Dr Pepper, Inc.
  - 6.6.1. Company overview
  - 6.6.2. Company snapshot
  - 6.6.3. Operating business segments
  - 6.6.4. Product portfolio
  - 6.6.5. Business performance
  - 6.6.6. Key strategic moves and developments
- 6.7. LG Electronics
  - 6.7.1. Company overview
  - 6.7.2. Company snapshot
  - 6.7.3. Operating business segments
  - 6.7.4. Product portfolio
  - 6.7.5. Business performance
  - 6.7.6. Key strategic moves and developments
- 6.8. Panasonic Corporation
  - 6.8.1. Company overview

- 6.8.2. Company snapshot
- 6.8.3. Operating business segments
- 6.8.4. Product portfolio
- 6.8.5. Business performance
- 6.9. SharkNinja Operating LLC
  - 6.9.1. Company overview
  - 6.9.2. Company snapshot
  - 6.9.3. Product portfolio
  - 6.9.4. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01. JAPAN HOUSEHOLD APPLIANCES MARKET, BY PRODUCT, 2017–2025 (\$MILLION)

TABLE 02. JAPAN HOUSEHOLD APPLIANCES MARKET, BY DISTRIBUTION CHANNEL, 2017–2025 (\$MILLION)

TABLE 03. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH REAL SUPERMARKETS, 2017-2025 (\$MILLION)

TABLE 04. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH ECOMMERCE SUPERMARKETS, 2017-2025 (\$MILLION)

TABLE 05. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH REAL SPECIALTY STORES, 2017-2025 (\$MILLION)

TABLE 06. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH ECOMMERCE SPECIALTY STORES, 2017-2025 (\$MILLION)

TABLE 07. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH REAL MANUFACTURER STORE, 2017-2025 (\$MILLION)

TABLE 08. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH ECOMMERCE MANUFACTURERE STORE, 2017-2025 (\$MILLION)

TABLE 09. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH E-COMMERCE, 2017-2025 (\$MILLION)

TABLE 10. JAPAN HOUSEHOLD APPLIANCE MARKET THROUGH OTHER DISTRIBUTION CHANNELS, 2017-2025 (\$MILLION)

TABLE 11. AB ELECTROLUX: COMPANY SNAPSHOT

TABLE 12. AB ELECTROLUX: OPERATING SEGMENTS

TABLE 13. AB ELECTROLUX: PRODUCT PORTFOLIO

TABLE 14. BISSELL: COMPANY SNAPSHOT

TABLE 15. BISSELL: PRODUCT PORTFOLIO

TABLE 16. DE'LONGHI: COMPANY SNAPSHOT

TABLE 17. DE'LONGHI: PRODUCT PORTFOLIO

TABLE 18. DYSON: COMPANY SNAPSHOT

TABLE 19. DYSON: PRODUCT PORTFOLIO

TABLE 20. HAIER ELECTRONICS GROUP CO., LTD.: COMPANY SNAPSHOT

TABLE 21. HAIER ELECTRONICS GROUP CO., LTD.: OPERATING SEGMENTS

TABLE 22. HAIER ELECTRONICS GROUP CO., LTD.: PRODUCT PORTFOLIO

TABLE 23. KEURIG DR PEPPER, INC.: COMPANY SNAPSHOT

TABLE 24. KEURIG DR PEPPER, INC.: OPERATING SEGMENTS

TABLE 25. KEURIG DR PEPPER, INC.: PRODUCT PORTFOLIO

TABLE 26. LG ELECTRONICS: COMPANY SNAPSHOT

TABLE 27. LG ELECTRONICS: OPERATING SEGMENTS

TABLE 28. LG ELECTRONICS: PRODUCT PORTFOLIO

TABLE 29. PANASONIC CORPORATION: COMPANY SNAPSHOT

TABLE 30. PANASONIC CORPORATION: OPERATING SEGMENTS

TABLE 31. PANASONIC CORPORATION: PRODUCT PORTFOLIO

TABLE 32. SHARKNINJA: COMPANY SNAPSHOT

TABLE 33. SHARKNINJA: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS

FIGURE 02. JAPAN HOUSEHOLD APPLIANCES MARKET SNAPSHOT

FIGURE 03. TOP INVESTMENT POCKETS

FIGURE 04. HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 05. LOW BARGAINING POWER OF BUYERS

FIGURE 06. MODERATE THREAT OF SUBSTITUTION

FIGURE 07. MODERATE THREAT OF NEW ENTRANTS

FIGURE 08. HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 09. JAPAN HOUSEHOLD REFRIGERATOR MARKET, 2017-2025(\$MILLION)

FIGURE 10. JAPAN HOUSEHOLD AIR CONDITIONER & HEATER MARKET,  
2017-2025(\$MILLION)

FIGURE 11. JAPAN HOUSEHOLD ENTERTAINMENT & INFORMATION  
APPLIANCES MARKET, 2017-2025(\$MILLION)

FIGURE 12. JAPAN HOUSEHOLD WASHING MACHINE MARKET,  
2017-2025(\$MILLION)

FIGURE 13. JAPAN HOUSEHOLD DISH WASHER MARKET, 2017-2025(\$MILLION)

FIGURE 14. JAPAN HOUSEHOLD WALL OVEN MARKET, 2017-2025(\$MILLION)

FIGURE 15. JAPAN HOUSEHOLD MICROWAVE MARKET, 2017-2025(\$MILLION)

FIGURE 16. JAPAN HOUSEHOLD COOKING APPLIANCES MARKET,  
2017-2025(\$MILLION)

FIGURE 17. JAPAN HOUSEHOLD COFFEE MACHINE MARKET,  
2017-2025(\$MILLION)

FIGURE 18. JAPAN HOUSEHOLD BLENDER MARKET, 2017-2025(\$MILLION)

FIGURE 19. JAPAN HOUSEHOLD JUICER MARKET, 2017-2025(\$MILLION)

FIGURE 20. JAPAN HOUSEHOLD CANISTER MARKET, 2017-2025(\$MILLION)

FIGURE 21. JAPAN HOUSEHOLD DEEP CLEANERS MARKET,  
2017-2025(\$MILLION)

FIGURE 22. JAPAN HOUSEHOLD OTHER VACUUM CLEANERS MARKET,  
2017-2025(\$MILLION)

FIGURE 23. JAPAN HOUSEHOLD STEAM MOP MARKET, 2017-2025(\$MILLION)

FIGURE 24. JAPAN HOUSEHOLD OTHER APPLIANCES MARKET,  
2017-2025(\$MILLION)

FIGURE 25. JAPAN HOUSEHOLD APPLIANCES MARKET SHARE, BY  
DISTRIBUTION CHANNEL, 2017(%)

FIGURE 26. JAPAN HOUSEHOLD APPLIANCES MARKET THROUGH

SUPERMARKET, 2017-2025(\$MILLION)

FIGURE 27. JAPAN HOUSEHOLD APPLIANCES MARKET THROUGH  
MANUFACTURER STORE, 2017-2025(\$MILLION)

FIGURE 28. JAPAN HOUSEHOLD APPLIANCES MARKET THROUGH E-  
COMMERCE CHANNELS, 2017-2025(\$MILLION)

FIGURE 29. JAPAN HOUSEHOLD APPLIANCES MARKET THROUGH OTHER  
DISTRIBUTION CHANNEL, 2017-2025(\$MILLION)

FIGURE 30. AB ELECTROLUX: NET SALES, 2016–2018 (\$MILLION)

FIGURE 31. AB ELECTROLUX: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 32. AB ELECTROLUX: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 33. DE'LONGHI: NET SALES, 2015–2017 (\$MILLION)

FIGURE 34. DE'LONGHI: REVENUE SHARE BY COUNTRY, 2017 (%)

FIGURE 35. DE'LONGHI: REVENUE SHARE BY REGION, 2017 (%)

FIGURE 36. HAIER ELECTRONICS GROUP CO., LTD.: NET SALES, 2015–2017  
(\$MILLION)

FIGURE 37. HAIER ELECTRONICS GROUP CO., LTD.: REVENUE SHARE BY  
SEGMENT, 2017 (%)

FIGURE 38. HAIER ELECTRONICS GROUP CO., LTD.: REVENUE SHARE BY  
REGION, 2017 (%)

FIGURE 39. KEURIG DR PEPPER, INC.: NET SALES, 2014–2016 (\$MILLION)

FIGURE 40. KEURIG DR PEPPER, INC.: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 41. KEURIG DR PEPPER, INC.: REVENUE SHARE BY REGION, 2016 (%)

FIGURE 42. LG ELECTRONICS: NET SALES, 2015–2017 (\$MILLION)

FIGURE 43. LG ELECTRONICS: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 44. LG ELECTRONICS: REVENUE SHARE BY REGION, 2017 (%)

FIGURE 45. PANASONIC CORPORATION: NET SALES, 2016–2018 (\$MILLION)

FIGURE 46. PANASONIC CORPORATION: REVENUE SHARE BY SEGMENT, 2018  
(%)

FIGURE 47. PANASONIC CORPORATION: REVENUE SHARE BY REGION, 2018 (%)

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Product name: Japan Household Appliance Market by Product (Refrigerator, Air Conditioner & Heater, Entertainment & Information Appliances, Washing Machine, Dish Washer, Wall Oven, Microwave, Cooking Appliances, Coffee Machine, Blender, Juicer, Canister, Deep Cleaners, Other Vacuum Cleaners, Steam Mop, and Other Appliances) and Distribution Channel (Supermarket, Specialty Store, Manufacturer Store, E-commerce Company, Others): Opportunity Analysis and Industry Forecast, 2018-2025

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