

Outlook on Chinese Compact Kitchen Industry2015-2020Proposal

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Abstracts

INTRODUCTION

In Chinese compact kitchen market, most companies located at Yangtze River delta and Pearl River delta. In Yangtze River delta area, the major brands of the industry concentrated in Shaoxing, Ningbo, and Jiaying. For Pearl River delta area, Shunde and Zhongshan are relative active market compare to Yangtze River delta; however the production in this area is much lower than Yangtze River area.

For the professional forerunner, these companies had captured the market shares and established brand cognition. For the traditional kitchen equipment sellers, they had established wide sales network; once they march to compact kitchen market, they will be a strike to current professional compact kitchen sellers. In domestic compact kitchen market, Meida, Seng, Aotin, Marssenger, Yogee, etc. are the major brands captured most market shares currently.

In 2014, over 420 thousand sets of compact kitchens had sold, which the total value worth over RMB 1.5 billion. Addition, retail price of the compact kitchen rose to a relative higher level in 2014; it captured 12% market shares of the whole kitchen equipment market.

AskCI predicts compact kitchen market will expand in about 10% - 20% of the growth rate in 2015. And Chinese domestic compact kitchen market size will approach RMB 7 billion in 2020.

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