

The US Small Household Appliances Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025 Edition)

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Abstracts

Scope of the Report

The report titled “The US Small Household Appliances Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025 Edition)”, provides an in-depth analysis of the US small household appliances market with description of market sizing and growth. The analysis includes market by value, by volume, by category, and by product. Furthermore, the report also provides detailed category analysis, and product analysis. The report also provides a COVID-19 impact on the US small household appliances market.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall the US small household appliances market has also been forecasted for the years 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Some of the major players operating in the US small household appliances market are Samsung Group (Samsung Electronics), Panasonic Corporation, Haier (Haier Smart Home Co. Ltd.), and LG Corp. (LG Electronics), whose company profiling has been done in the report. Furthermore, in this segment of the report, business overview, financial overview and business strategies of the respective companies are also provided.

Country Coverage

The US

Company Coverage

Samsung Group (Samsung Electronics)

Panasonic Corporation

Haier (Haier Smart Home Co. Ltd.)

LG Corp. (LG Electronics)

Executive Summary

There are different types of household appliances like home environment appliances, kitchen appliances, personal care appliances and many other. The kitchen appliances accomplish some routine housekeeping task, such as cooking, food preservation and cleaning. The household appliances also have a major role in the stylish appearance of any home decor. Some of the major appliances used in every household include refrigerators, mixer grinder, gas stove, pressure cooker, television, air conditioner, music players, home theatre, digital players, ceiling fan, air purifier, vacuum cleaners, iron boxes, water purifier, water heater, digital clocks, etc.

The US small household appliances market has surged at a progressive rate over the years and the market is further expected to propel during the forecasted years 2021 to 2025. The market would surge owing to different growth drivers like growing number of single person households, rise in disposable income, surging urban population, growth in number of smart homes, rising millennial population, surging online sales of small household appliances, surging smart sensors demand, rising demand for energy optimization, etc.

However, the market faces some challenges which are hampering the growth of the market. Some of the major challenges faced by the industry are: increased tariffs on raw materials, rising privacy threats, and changing regulations. Whereas, the market growth would be further supported by various market trends like cloud technology, rising artificial intelligence technology, surging adoption of Internet of Things (IoT), growing influence of social media, and introduction of innovative small household appliances.

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