

# Consumer Appliances in China

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## Abstracts

2022 witnessed a mid-single-digit decline in retail volume sales of consumer appliances due to the resurgence of COVID-19, and it is expected that the retail volume decline will continue, although at a slower rate, in 2023. 2023 has seen consumer appliances in China go through a slow recovery as the country opens up and starts to regain momentum in terms of economic development after the COVID-19 pandemic. While before the Chinese Lunar New Year much of the country was in paralysis, as many peop...

Euromonitor International's Consumer Appliances in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Consumer Appliances in China  
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December 2023

### LIST OF CONTENTS AND TABLES

CONSUMER APPLIANCES IN CHINA  
EXECUTIVE SUMMARY  
Consumer appliances in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for consumer appliances?

### MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 Sales of Small Appliances by Category: Volume 2018-2023

Table 12 Sales of Small Appliances by Category: Value 2018-2023

Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## REFRIGERATION APPLIANCES IN CHINA

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Slow volume recovery for refrigeration appliances in 2023

Freestanding fridge-freezers still the backbone of sales

Haier drives dominance of domestic players in refrigeration appliances

## PROSPECTS AND OPPORTUNITIES

Built-in models set to gain favour as they become even slimmer

Compartmentalised storage central to large volume fridge-freezers

Refrigerator as a hub for all kitchen appliances?

## CATEGORY DATA

- Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 37 Sales of Freezers by Format: % Volume 2018-2023
- Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 42 Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 43 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 44 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 45 NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 46 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 47 NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 48 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 49 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 50 Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 51 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 52 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 53 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 54 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

## HOME LAUNDRY APPLIANCES IN CHINA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

- Home laundry appliances witnesses volume decline for two consecutive years
- Automatic dryers remains resilient against market turbulence
- Multi-brand strategy fuels success for Haier and Midea

### PROSPECTS AND OPPORTUNITIES

- Automatic washer dryers anticipated to return to stronger growth
- Livestreaming e-commerce and the penetration of lower-tier cities key to growth
- Auto-dosing has its doubters

## CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

**DISHWASHERS IN CHINA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Dishwashers returns to growth as the country opens up

Siemens maintains its lead, but the competition is intense

**PROSPECTS AND OPPORTUNITIES**

Builder merchants and construction set to unlock further potential for built-in format

Format innovation backed by durability likely to drive growth

**CATEGORY DATA**

Table 71 Sales of Dishwashers by Category: Volume 2018-2023

Table 72 Sales of Dishwashers by Category: Value 2018-2023

Table 73 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 75 Sales of Dishwashers by Format: % Volume 2018-2023

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 80 Production of Dishwashers: Total Volume 2018-2023

Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

LARGE COOKING APPLIANCES IN CHINA

KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Large cooking appliances unable to halt its declining streak

Range cookers and ovens rebound

Robam and Fotile consolidate their leading positions as concentration increases

PROSPECTS AND OPPORTUNITIES

Recycling of old appliances offers new opportunities

Range cookers projected to return to stronger growth

Growth prospects for ovens limited by dietary habits

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 90 Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 94 NBO Company Shares of Ovens: % Volume 2019-2023

Table 95 NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 98 NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 99 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 100 Production of Large Cooking Appliances: Total Volume 2018-2023

Table 101 Forecast Sales of Large Cooking Appliances by Category: Volume

2023-2028

Table 102 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 103 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN CHINA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Microwaves sees a further decline in sales

Midea and Galanz consolidate their dominance in microwaves

PROSPECTS AND OPPORTUNITIES

Quick recipe kits are paired with microwaves

Simplicity may be the new sexy for microwaves

CATEGORY DATA

Table 105 Sales of Microwaves by Category: Volume 2018-2023

Table 106 Sales of Microwaves by Category: Value 2018-2023

Table 107 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 108 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 109 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 110 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 111 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 112 Distribution of Microwaves by Format: % Volume 2018-2023

Table 113 Production of Microwaves: Total Volume 2018-2023

Table 114 Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 115 Forecast Sales of Microwaves by Category: Value 2023-2028

Table 116 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 117 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN CHINA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Retail volume sales of food preparation appliances continue to decline in 2023

Rising competition to make the quietest products

PROSPECTS AND OPPORTUNITIES

Demand for food preparation appliances set to remain lower than pre-pandemic



Sales of multifunctional food preparation appliances expected to rise

#### CATEGORY DATA

Table 118 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 119 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 121 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 122 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 123 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 124 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 125 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 126 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 128 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

#### SMALL COOKING APPLIANCES IN CHINA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Decline in volume sales of small cooking appliances extends into another year

Traditional and emerging categories experience sluggish growth for different reasons

Espresso coffee machines in the spotlight

#### PROSPECTS AND OPPORTUNITIES

Decline for small cooking appliances not over, as consumers focus on essentials

Electric steamers likely to witness growth

#### CATEGORY DATA

Table 129 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 130 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 132 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 133 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 134 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 135 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 136 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 137 Forecast Sales of Small Cooking Appliances by Category: Volume  
2023-2028

Table 138 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 139 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth  
2023-2028

Table 140 Forecast Sales of Small Cooking Appliances by Category: % Value Growth  
2023-2028

## VACUUM CLEANERS IN CHINA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Vacuum cleaners returns to growth after a year of decline

Retail volume sales of robotic vacuum cleaners set to see a slight decline

Domestic brands outperform foreign brands

### PROSPECTS AND OPPORTUNITIES

Mass products have potential for growth

Multifunctional products expected to rise, while cleaning efficacy should be strong

### CATEGORY DATA

Table 141 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 142 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 145 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume  
2019-2023

Table 146 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 147 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 148 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 149 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 150 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 151 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth  
2023-2028

Table 152 Forecast Sales of Vacuum Cleaners by Category: % Value Growth  
2023-2028

## PERSONAL CARE APPLIANCES IN CHINA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Personal care appliances shows the first signs of recovery in 2023

New products target segmented demand and different usages

Personal care appliances are becoming intelligent

### PROSPECTS AND OPPORTUNITIES

Radiofrequency Beauty Device Registration Review Guidelines in 2024 set to standardise beauty devices

Emerging brands expected to see further growth

### CATEGORY DATA

Table 153 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 154 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 155 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 156 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 157 Sales of Body Shavers by Format: % Volume 2018-2023

Table 158 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 159 NBO Company Shares of Personal Care Appliances 2019-2023

Table 160 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 161 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 162 Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 163 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 164 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 165 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

### AIR TREATMENT PRODUCTS IN CHINA

#### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Air treatment products returns to growth in 2023

Air conditioners posts strong growth as heatwaves hit China

Dynamism in air conditioners boosts most brands, but Gree and Midea continue to dominate

### PROSPECTS AND OPPORTUNITIES

Smart control becoming essential for air conditioners

Aesthetic designs leading to a new fashion for high-end air conditioners

Humidifiers poised to return to growth in the forecast period

#### CATEGORY DATA

Table 166 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 167 Sales of Air Treatment Products by Category: Value 2018-2023

Table 168 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 169 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 170 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 171 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 172 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 173 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 174 Production of Air Conditioners: Total Volume 2018-2023

Table 175 Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 176 Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 177 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 178 Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

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