

Consumer Appliances in Venezuela

<https://marketpublishers.com/r/C56695BA995EN.html>

Date: February 2019

Pages: 103

Price: US\$ 2,650.00 (Single User License)

ID: C56695BA995EN

Abstracts

The complex regulatory environment created by the Venezuelan government has resulted in a steeper contraction in volume sales of consumer appliances in 2018 than in almost any other country, with low oil prices draining government finances. Venezuelan consumers are facing acute shortages of most goods and services, and the country's manufacturing and agricultural sectors have been devastated, forcing Venezuelans into a daily search for food and medicine. High inflation compounds this already har...

Euromonitor International's Consumer Appliances in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, 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 2023 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

Executive Summary

Shortage of Products Forces Electronics and Appliances Specialist Retailers To Diversify Their Stores

New Type of Consumer Is Buying Appliances in Venezuela

Multinationals Continue To Reduce Operations in 2018

Internet Retailing Continues Gaining Ground in Consumer Appliances

Downward Trend Expected To Continue Over the Forecast Period

Market Indicators

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2013-2018

Table 2 Replacement Cycles of Consumer Appliances by Category 2013-2018

Table 3 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 4 Forecast Replacement Cycles of Consumer Appliances by Category 2018-2023

Market Data

Table 5 Sales of Consumer Appliances by Category: Volume 2013-2018

Table 6 Sales of Consumer Appliances by Category: Value 2013-2018

Table 7 Sales of Consumer Appliances by Category: % Volume Growth 2013-2018

Table 8 Sales of Consumer Appliances by Category: % Value Growth 2013-2018

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2013-2018

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2013-2018

Table 11 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2013-2018

Table 12 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2013-2018

Table 13 Sales of Small Appliances by Category: Volume 2013-2018

Table 14 Sales of Small Appliances by Category: Value 2013-2018

Table 15 Sales of Small Appliances by Category: % Volume Growth 2013-2018

Table 16 Sales of Small Appliances by Category: % Value Growth 2013-2018

Table 17 NBO Company Shares of Major Appliances: % Volume 2014-2018

Table 18 LBN Brand Shares of Major Appliances: % Volume 2015-2018

Table 19 NBO Company Shares of Small Appliances: % Volume 2014-2018

Table 20 LBN Brand Shares of Small Appliances: % Volume 2015-2018

Table 21 Distribution of Major Appliances by Format: % Volume 2013-2018

Table 22 Distribution of Small Appliances by Format: % Volume 2013-2018

Table 23 Forecast Sales of Consumer Appliances by Category: Volume 2018-2023

Table 24 Forecast Sales of Consumer Appliances by Category: Value 2018-2023

Table 25 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 26 Forecast Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 29 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 30 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 31 Forecast Sales of Small Appliances by Category: Volume 2018-2023

Table 32 Forecast Sales of Small Appliances by Category: Value 2018-2023

Table 33 Forecast Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 34 Forecast Sales of Small Appliances by Category: % Value Growth 2018-2023

Sources

Summary 1 Research Sources

Headlines

Prospects

Dishwashers Remains A Niche

Average Unit Price of Dishwashers Sees Extraordinary Rise

Consumer Culture Also Impacting Sales

Competitive Landscape

'others' Leads the Category

Availability Is the Main Factor in Purchasing Decisions

Lack of Innovation in the Category

Category Data

Table 35 Sales of Dishwashers by Category: Volume 2013-2018

Table 36 Sales of Dishwashers by Category: Value 2013-2018

Table 37 Sales of Dishwashers by Category: % Volume Growth 2013-2018

Table 38 Sales of Dishwashers by Category: % Value Growth 2013-2018

Table 39 Sales of Dishwashers by Format: % Volume 2013-2018

Table 40 Sales of Dishwashers by Connected Appliances: % Volume 2014-2018

Table 41 NBO Company Shares of Dishwashers: % Volume 2014-2018

Table 42 LBN Brand Shares of Dishwashers: % Volume 2015-2018

Table 43 Distribution of Dishwashers by Format: % Volume 2013-2018

Table 44 Production, Imports and Exports of Dishwashers: Total Volume 2013-2018

Table 45 Forecast Sales of Dishwashers by Category: Volume 2018-2023

Table 46 Forecast Sales of Dishwashers by Category: Value 2018-2023

Table 47 Forecast Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 48 Forecast Sales of Dishwashers by Category: % Value Growth 2018-2023

Headlines

Prospects

Competition and Variety Are Expected To Be Limited

Service and Price Are the Most Important Attributes for Consumers

Freestanding Most Popular Format Within Home Laundry Appliances

Competitive Landscape

Haier Leads Home Laundry Appliances in 2018

Lack of Innovation Hampers Performance of Laundry Appliances

Despite Decline in Imports Multinationals Dominate

Category Data

Table 49 Sales of Home Laundry Appliances by Category: Volume 2013-2018

Table 50 Sales of Home Laundry Appliances by Category: Value 2013-2018

Table 51 Sales of Home Laundry Appliances by Category: % Volume Growth
2013-2018

Table 52 Sales of Home Laundry Appliances by Category: % Value Growth 2013-2018

Table 53 Sales of Automatic Washer Dryers by Connected Appliances: % Volume
2014-2018

Table 54 Sales of Automatic Washing Machines by Format: % Volume 2013-2018

Table 55 Sales of Automatic Washing Machines by Volume Capacity: % Volume
2013-2018

Table 56 Sales of Automatic Washing Machines by Connected Appliances: % Volume
2014-2018

Table 57 NBO Company Shares of Home Laundry Appliances: % Volume 2014-2018

Table 58 LBN Brand Shares of Home Laundry Appliances: % Volume 2015-2018

Table 59 Distribution of Home Laundry Appliances by Format: % Volume 2013-2018

Table 60 Production, Imports and Exports of Home Laundry Appliances: Total Volume
2013-2018

Table 61 Forecast Sales of Home Laundry Appliances by Category: Volume
2018-2023

Table 62 Forecast Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 63 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth
2018-2023

Table 64 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Headlines

Prospects

Large Cooking Appliances Continues To Decline in 2018

Cookers Dominate Large Cooking Appliances in 2018

Competitive Landscape

Haier Leads Large Cooking Appliances in 2018

Availability of Brands Diminishes Over the Review Period

Warranty, Service and Price Are the Most Important Factors in Purchasing Decisions

Category Data

Table 65 Sales of Large Cooking Appliances by Category: Volume 2013-2018

Table 66 Sales of Large Cooking Appliances by Category: Value 2013-2018

Table 67 Sales of Large Cooking Appliances by Category: % Volume Growth 2013-2018

Table 68 Sales of Large Cooking Appliances by Category: % Value Growth 2013-2018

Table 69 Sales of Built-in Hobs by Format: % Volume 2013-2018

Table 70 Sales of Ovens by Connected Appliances: % Volume 2014-2018

Table 71 NBO Company Shares of Large Cooking Appliances: % Volume 2014-2018

Table 72 LBN Brand Shares of Large Cooking Appliances: % Volume 2015-2018

Table 73 NBO Company Shares of Built-in Hobs: % Volume 2014-2018

Table 74 NBO Company Shares of Ovens: % Volume 2014-2018

Table 75 NBO Company Shares of Cooker Hoods: % Volume 2014-2018

Table 76 NBO Company Shares of Built-in Cooker Hoods: % Volume 2014-2018

Table 77 NBO Company Shares of Cookers: % Volume 2014-2018

Table 78 Distribution of Large Cooking Appliances by Format: % Volume 2013-2018

Table 79 Production, Imports and Exports of Large Cooking Appliances: Total Volume 2013-2018

Table 80 Forecast Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 81 Forecast Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 82 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 83 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Headlines

Prospects

Potential Growth of Microwaves Hampered by Supply Shortages

Microwaves Remain An Attractive Appliance for Consumers

Freestanding Microwaves Will Remain the Key Category

Competitive Landscape

Samsung Electronics De Venezuela Leads the Category

Service and Price Are the Most Important Attributes for Consumers

Variety and Innovation Limited

Category Data

Table 84 Sales of Microwaves by Category: Volume 2013-2018

Table 85 Sales of Microwaves by Category: Value 2013-2018

Table 86 Sales of Microwaves by Category: % Volume Growth 2013-2018

Table 87 Sales of Microwaves by Category: % Value Growth 2013-2018

Table 88 Sales of Microwaves by Connected Appliances: % Volume 2014-2018

Table 89 NBO Company Shares of Microwaves: % Volume 2014-2018

Table 90 LBN Brand Shares of Microwaves: % Volume 2015-2018

Table 91 Distribution of Microwaves by Format: % Volume 2013-2018

Table 92 Production, Imports and Exports of Microwaves: Total Volume 2013-2018

Table 93 Forecast Sales of Microwaves by Category: Volume 2018-2023

Table 94 Forecast Sales of Microwaves by Category: Value 2018-2023

Table 95 Forecast Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 96 Forecast Sales of Microwaves by Category: % Value Growth 2018-2023

Headlines

Prospects

Volume Sales of Refrigeration Appliances Continue To Decline in 2018

Electric Wine Coolers/chillers Remains A Niche

Refrigeration Appliances Remain Centre Stage in Government Sponsored Programmes

Competitive Landscape

Haier Continues To Lead Refrigeration Appliances

Foreign Brands Dominate

Service and Price Are the Most Important Attributes for Consumers

Category Data

Table 97 Sales of Refrigeration Appliances by Category: Volume 2013-2018

Table 98 Sales of Refrigeration Appliances by Category: Value 2013-2018

Table 99 Sales of Refrigeration Appliances by Category: % Volume Growth 2013-2018

Table 100 Sales of Refrigeration Appliances by Category: % Value Growth 2013-2018

Table 101 Sales of Freezers by Format: % Volume 2013-2018

Table 102 Sales of Freezers by Volume Capacity: % Volume 2013-2018

Table 103 Sales of Fridge Freezers by Format: % Volume 2013-2018

Table 104 Sales of Fridge Freezers by Volume Capacity: % Volume 2013-2018

Table 105 Sales of Fridge Freezers by Connected Appliances: % Volume 2014-2018

Table 106 Sales of Fridges by Volume Capacity: % Volume 2013-2018

Table 107 NBO Company Shares of Refrigeration Appliances: % Volume 2014-2018

Table 108 LBN Brand Shares of Refrigeration Appliances: % Volume 2015-2018

Table 109 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2014-2018

Table 110 NBO Company Shares of Freestanding Fridges: % Volume 2014-2018

Table 111 Distribution of Refrigeration Appliances by Format: % Volume 2013-2018

Table 112 Production, Imports and Exports of Refrigeration Appliances: Total Volume 2013-2018

Table 113 Forecast Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 114 Forecast Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 115 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 116 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Headlines

Prospects

Air Treatment Products Continues To Struggle

Cooling Fans Sees the Best Performance

Technical Service and Price the Main Factors in Purchasing Decisions

Competitive Landscape

Electrodomésticos Inelec Leads the Category

Multinationals Dominate Air Treatment Products

Companies Focus on Energy Efficient Products To Comply With the Law

Category Data

Table 117 Sales of Air Treatment Products by Category: Volume 2013-2018

Table 118 Sales of Air Treatment Products by Category: Value 2013-2018

Table 119 Sales of Air Treatment Products by Category: % Volume Growth 2013-2018

Table 120 Sales of Air Treatment Products by Category: % Value Growth 2013-2018

Table 121 Sales of Air Conditioners by Connected Appliances: % Volume 2014-2018

Table 122 NBO Company Shares of Air Treatment Products: % Volume 2014-2018

Table 123 LBN Brand Shares of Air Treatment Products: % Volume 2015-2018

Table 124 Distribution of Air Treatment Products by Format: % Volume 2013-2018

Table 125 Production, Imports and Exports of Air Conditioners: Total Volume 2013-2018

Table 126 Forecast Sales of Air Treatment Products by Category: Volume 2018-2023

Table 127 Forecast Sales of Air Treatment Products by Category: Value 2018-2023

Table 128 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 129 Forecast Sales of Air Treatment Products by Category: % Value Growth

2018-2023

Headlines

Prospects

Entrepreneurship and Healthy Lifestyles Continue To Benefit Food Preparation

Appliances

Sales of Food Preparation Appliances Continue To Decline in 2018

Food Preparation Appliances Has High Household Penetration in the Review Period

Competitive Landscape

Oster De Venezuela Remains the Leading Company in Food Preparation Appliances

Price Is the Main Attribute That Is Considered in the Purchasing Decision

Multinationals Dominate Despite Decline in Imports

Category Data

Table 130 Sales of Food Preparation Appliances by Category: Volume 2013-2018

Table 131 Sales of Food Preparation Appliances by Category: Value 2013-2018

Table 132 Sales of Food Preparation Appliances by Category: % Volume Growth
2013-2018

Table 133 Sales of Food Preparation Appliances by Category: % Value Growth
2013-2018

Table 134 NBO Company Shares of Food Preparation Appliances: % Volume
2014-2018

Table 135 LBN Brand Shares of Food Preparation Appliances: % Volume 2015-2018

Table 136 Distribution of Food Preparation Appliances by Format: % Volume
2013-2018

Table 137 Forecast Sales of Food Preparation Appliances by Category: Volume
2018-2023

Table 138 Forecast Sales of Food Preparation Appliances by Category: Value
2018-2023

Table 139 Forecast Sales of Food Preparation Appliances by Category: % Volume
Growth 2018-2023

Table 140 Forecast Sales of Food Preparation Appliances by Category: % Value
Growth 2018-2023

Headlines

Prospects

Despite Crisis Venezuelan Consumers Continue To Demand Personal Care Appliances

Consumer Preferences Benefit Hair Care Appliances

Weak Economy Hurts Sales of Personal Care Appliances

Competitive Landscape

Price and Availability Have Become the Most Important Attributes for Local Consumers

Multinationals Dominate

Category Data

Table 141 Sales of Personal Care Appliances by Category: Volume 2013-2018

Table 142 Sales of Personal Care Appliances by Category: Value 2013-2018

Table 143 Sales of Personal Care Appliances by Category: % Volume Growth 2013-2018

Table 144 Sales of Personal Care Appliances by Category: % Value Growth 2013-2018

Table 145 Sales of Body Shavers by Format: % Volume 2013-2018

Table 146 Sales of Hair Care Appliances by Format: % Volume 2013-2018

Table 147 NBO Company Shares of Personal Care Appliances 2014-2018

Table 148 LBN Brand Shares of Personal Care Appliances 2015-2018

Table 149 Distribution of Personal Care Appliances by Format: % Volume 2013-2018

Table 150 Forecast Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 151 Forecast Sales of Personal Care Appliances by Category: Value 2018-2023

Table 152 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 153 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Headlines

Prospects

Consumer Habits Drive Sales of Coffee Machines

Economic Situation Negatively Affecting Sales of Small Cooking Appliances

Venezuelans Are Expected To Do More Home Cooking

Competitive Landscape

Hpg De Venezuela Leads the Category in 2018

Purchasing Decisions Based on New Factors Over the Review Period

Multinationals Dominate Small Cooking Appliances in Venezuela

Category Data

Table 154 Sales of Small Cooking Appliances by Category: Volume 2013-2018

Table 155 Sales of Small Cooking Appliances by Category: Value 2013-2018

Table 156 Sales of Small Cooking Appliances by Category: % Volume Growth 2013-2018

Table 157 Sales of Small Cooking Appliances by Category: % Value Growth 2013-2018

Table 158 NBO Company Shares of Small Cooking Appliances: % Volume 2014-2018

Table 159 LBN Brand Shares of Small Cooking Appliances: % Volume 2015-2018

Table 160 Distribution of Small Cooking Appliances by Format: % Volume 2013-2018

Table 161 Forecast Sales of Small Cooking Appliances by Category: Volume

2018-2023

Table 162 Forecast Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 163 Forecast Sales of Small Cooking Appliances by Category: % Volume

Growth 2018-2023

Table 164 Forecast Sales of Small Cooking Appliances by Category: % Value Growth

2018-2023

Headlines

Prospects

Supply Shortage Negatively Impacts Vacuum Cleaners in 2018

Consumer Preferences Drive Sales Vacuum Cleaners

Cylinder and Handheld Vacuum Cleaners Dominate

Competitive Landscape

Electrolux Comercial De Venezuela Maintains Its Leadership of Vacuum Cleaners

Price and Technical Service Are the Main Differentiation Strategies Used by Importers in Venezuela

Multinationals Dominate

Category Data

Table 165 Sales of Vacuum Cleaners by Category: Volume 2013-2018

Table 166 Sales of Vacuum Cleaners by Category: Value 2013-2018

Table 167 Sales of Vacuum Cleaners by Category: % Volume Growth 2013-2018

Table 168 Sales of Vacuum Cleaners by Category: % Value Growth 2013-2018

Table 169 NBO Company Shares of Vacuum Cleaners: % Volume 2014-2018

Table 170 LBN Brand Shares of Vacuum Cleaners: % Volume 2015-2018

Table 171 Distribution of Vacuum Cleaners by Format: % Volume 2013-2018

Table 172 Forecast Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 173 Forecast Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 174 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth

2018-2023

Table 175 Forecast Sales of Vacuum Cleaners by Category: % Value Growth

2018-2023

I would like to order

Product name: Consumer Appliances in Venezuela

Product link: <https://marketpublishers.com/r/C56695BA995EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C56695BA995EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970