

Demand Volatility in The Consumer Appliances Market In 2020 – A Follow on Report

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Abstracts

2020 was a volatile year for the consumer appliances industry. In March 2020, most companies were focused on cost cutting, not knowing that demand would increase exponentially in Q3 and Q4. Our research in 2020 was not able to fully capture this uptick. Therefore we conducted additional research in March & April 2021 to fine tune our data. The following is our report of this exercise.

Euromonitor International's Demand Volatility in The Consumer Appliances Market In 2020 – A Follow on Report global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts 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.

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