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Global Small Appliances: Industry Overview and Future Hot Spots

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Abstracts

Economic volatility is tempering growth in small appliances globally as recovery is shaky and the threat of deterioration clings. However, opportunities for growth still exist. Emerging markets will continue to drive growth as higher incomes change the perception of “essential” in certain categories, while the sheer size of key developed markets means growth in absolute terms. Unit price erosion will continue however, and innovation will have to drive value growth.

Euromonitor International's World Market for Consumer Appliances market report offers a comprehensive guide to the size and shape of the market at an international level. It provides the latest retail sales data, 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. 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;

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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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Contents

Introduction
Small Appliances and the External Environment
Emerging versus Developed Markets
Competitive Environment
Wrap Up

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