

Haier Group in Consumer Appliances(World)

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Abstracts

Haier ranked fourth in global consumer appliances in 2018. The company sought aggressive global expansion through merger and acquisition, the most famous deals including acquisition of Fisher & Paykel (2012), GE (2016) and Candy SpA (2019). These raised its presence in Australasia, North America and Europe, respectively. Haier now has a portfolio covering diversified customer segments, and seeks to win the market through continuous technological innovation and a smart home-centric strategy.

Euromonitor International's Haier Group in Consumer Appliances(World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Major Appliances, Small Appliances.

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

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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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Contents

Scope of the Report
Introduction
State of Play
Exposure to Future Growth
Competitive Positioning
Major Appliances
Small Appliances
Smart Home
Key Findings
Appendix

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