

Heating Appliances in China

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Date: January 2016

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: HE8E091962FEN

Abstracts

Heating appliances saw 0.2% growth in 2015, falling from an increase of approaching 3% in 2014. One main factor contributing to the falling growth rate was warm weather, especially in South China, where collective heating is not provided. Although there are attractive promotions of heating appliances during Spring Festivals, the performance is unsatisfactory due to the warm weather. In addition, with rising levels of household income consumers preferred to use air conditioners instead of...

Euromonitor International's Heating 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 2011-2015, 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 2020 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Heating 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.

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Executive Summary

Consumer Appliances Suffer Slowdown Due To China's Weak Economy

Intelligence Represents Main Trend for Consumer Appliances in 2015

Domestic Players Maintain Leading Positions

Internet Retailing Keeps Growing Significantly in 2015

Consumer Appliances Expected To See Recovery Over Forecast Period

Key Trends and Developments

End of Green Household Appliances Subsidy Causes High Inventory Rate

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Consumers' Desire for Premium Life Quality Accelerates Product Upgrades

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