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Major Appliances: Recovery and the Future for Core Categories

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Abstracts

Major appliances managed to post a recovery in 2010 at a global level, surpassing pre-crisis volumes. Government stimuli in several key markets, for example, China and the US had a direct impact on returning the appliances industry back to overall volume growth. Emerging markets drove the industry forward and are also expected to do so in the forecast period, with all categories performing positively in 2010-2015.

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;

Understand the competitive environment, the market’s major players and

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Major Appliances: Recovery and the Future for Core Categories
Euromonitor International
April 2011
Introduction
Macroeconomic Overview
Regional Spotlight
Category Performance in 2010 and Beyond
Outlook
Report Definitions

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