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Production Landscape for Consumer Appliances

https://marketpublishers.com/r/P1A866417A8EN.html
Date: September 2019
Pages: 40
Price: US$ 1,325.00 (Single User License)
ID: P1A866417A8EN

Abstracts

Over 2013-2018, there were strategic decisions made by manufacturers in the production of consumer appliances. There have been a number of plant relocations, closures as well as expansion in consumer appliances triggered by factors such as production costs, increased demand for consumer appliances in addition to political tensions in producer countries. This report will review the production landscape in the past five years and share prospects for the future landscape.

Euromonitor International's Production Landscape for Consumer Appliances 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;

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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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Contents

Production Landscape for Consumer Appliances
Euromonitor International
September 2019
Introduction
Global Outlook
Future Prospects
Future prospects
Appendix

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