

Small Appliances: Opportunities for Core Categories

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Abstracts

Despite many markets still facing economic difficulties, all categories in small appliances are predicted to post volume growth over the period to 2016. While low price options will be key at entry level, consumers in more mature markets and urban centres in frontier markets will be willing to upgrade to premium models, as they look for innovations which enable them to replicate restaurant experiences at home, tap into their health and wellness concerns, or help to save time on household chores.

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 leading brands;

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

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