

# Smart Insights into Connected Appliances for Manufacturers and Retailers: Part II - Category Growth and Development Strategies

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## Abstracts

While the growth momentum in connected appliances is expected to pick up from 2016 to 2020 globally, adoption rates will not be uniform across all consumer appliance categories. Split air conditioners are expected to have the greatest potential due to tangible benefits in energy savings and convenience. To drive global adoption, manufacturers need to communicate clear values to consumers and set price points that are commensurate with the benefits.

Euromonitor International's Smart Insights into Connected Appliances for Manufacturers and Retailers: Part II - Category Growth and Development Strategies 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;

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.

## Contents

Introduction

category growth opportunities

category growth opportunities - air conditioners

category growth opportunities - Home laundry appliances

category growth opportunities - robotic vacuum cleaners

category growth opportunities - Fridge freezers

category growth opportunities - air purifiers

category growth opportunities - Dishwashers

category growth opportunities - Ovens and Microwaves

category growth opportunities - Ovens and microwaves

Development strategies

Recommendations

Report Definitions

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