

# Xiaomi Corp in Consumer Appliances (World)

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## Abstracts

Currently Xiaomi appliances are predominantly sold in China. The company aggressively increases its product portfolio, covering major and small appliances. To aid global expansion, more Mi experience stores are to be opened in Asia, Europe and Latin America. Xiaomi's ambition goes beyond hardware. It teamed up with IKEA to push its ecosystem forward. It also runs an e-commerce platform that carries a wide variety of goods.

Euromonitor International's Xiaomi Corp in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Major Appliances, Small Appliances.

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

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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.

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