

# Household Appliances: Market Research Report

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## Abstracts

The global outlook series on Household Appliances provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings.

The report offers a bird's eye view of the structure of the global household appliances industry, providing an easy guide to What, Why, When, How, Where, and Who of an industry.

Illustrated with about 16 fact-rich market data tables, the report also provides a rudimentary insight into major product markets, definitions, and classification, in addition to the fast facts about the ongoing consolidation among retailers, the intensifying competition brought about by the ingress of new entrants, new opportunities in Asia, the impact of technology, changing consumer preferences and other noteworthy trends/issues.

Also included is a compilation of all recent mergers, acquisitions, and strategic corporate developments.

In addition to the global market scenario, a regional level of discussion designed to provide a prelude to prevalent market scenarios in major countries, culminate in building a macro-level perception of the industry in its totality.

Regional markets briefly abstracted include North America, United States, Mexico, Japan, Europe, Germany, Italy, the UK, Rest of Europe, Asia, China, India, Indonesia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam, Latin America, Argentina, Brazil, Chile, Venezuela, Dominican Republic, and others.

The report also includes an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 772 companies worldwide.

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