

# White Goods Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global white goods market size reached US\$ 691.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 969.9 Billion by 2028, exhibiting a growth rate (CAGR) of 5.5% during 2023-2028.

White goods are consumer durables primarily consisting of household electronic appliances, along with clothes and linens, that were traditionally available in white color. The term is used in contrast to brown goods, that typically include articles, such as radios and television (TV) sets, that are traditionally in colors other than white. Air conditioners (ACs), refrigerators, washing machines and enamel-coated products are some of the most commonly used white goods serving a wide variety of purposes, including cooling, heating, cooking and washing. While these products are widely available in various colors nowadays, they are still referred to as white goods adhering to the conventionally-used term, and find widespread applications across both the commercial and residential sectors.

### White Goods Market Trends:

The widespread adoption of white goods across various industrial verticals, such as healthcare and hospitality, is one of the primary factors driving the market growth. For instance, white linens are widely preferred across health centers and hotels as an epitome of standard hygiene practice. Additionally, the shifting inclination of consumers toward smart and internet-enabled, wireless, and Bluetooth integrated white appliances due to their durability, effectiveness, and reliability is another growth-inducing factor. In line with this, the rapid growth in the commercial sector has significantly surged the requirement for automated white goods, which is contributing to the market growth. For instance, the launch of technologically advanced artificial intelligence (AI) integrated white goods are gaining immense traction among the masses primarily due to

convenience of usage. Other factors, such as rising disposable income levels, increasing automation across various end use industries, and growing consumer inclination toward white goods with aesthetically-appealing designs, are also creating a positive outlook for the market across the globe.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global white goods market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, distribution channel and end user.

#### Breakup by Product:

- Refrigerator
- Air Conditioner
- Washing Machine
- Dishwasher
- Microwave Oven
- Others

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Retail Stores
- Online Stores
- Others

#### Breakup by End User:

- Residential
- Commercial

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific

China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Blue Star Limited, Electrolux AB, Haier Group Corporation, Havells India Limited, Hitachi Ltd., IFB Industries Limited, LG Electronics Inc., Mitsubishi Electric Corporation, Panasonic Corporation, Samsung Electronics Co. Ltd., Sharp Corporation, The Middleby Corporation and Whirlpool Corporation.

#### Key Questions Answered in This Report:

How has the global white goods market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global white goods market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global white goods market and who are the key players?

What is the degree of competition in the industry?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL WHITE GOODS MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT**

- 6.1 Refrigerator
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Air Conditioner
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Washing Machine

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Dishwasher
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Microwave Oven
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 6.6 Others
  - 6.6.1 Market Trends
  - 6.6.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 7.1 Supermarkets and Hypermarkets
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Specialty Stores
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Retail Stores
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Online Stores
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY END USER**

- 8.1 Residential
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Commercial
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## 9 MARKET BREAKUP BY REGION

### 9.1 North America

#### 9.1.1 United States

##### 9.1.1.1 Market Trends

##### 9.1.1.2 Market Forecast

#### 9.1.2 Canada

##### 9.1.2.1 Market Trends

##### 9.1.2.2 Market Forecast

### 9.2 Asia-Pacific

#### 9.2.1 China

##### 9.2.1.1 Market Trends

##### 9.2.1.2 Market Forecast

#### 9.2.2 Japan

##### 9.2.2.1 Market Trends

##### 9.2.2.2 Market Forecast

#### 9.2.3 India

##### 9.2.3.1 Market Trends

##### 9.2.3.2 Market Forecast

#### 9.2.4 South Korea

##### 9.2.4.1 Market Trends

##### 9.2.4.2 Market Forecast

#### 9.2.5 Australia

##### 9.2.5.1 Market Trends

##### 9.2.5.2 Market Forecast

#### 9.2.6 Indonesia

##### 9.2.6.1 Market Trends

##### 9.2.6.2 Market Forecast

#### 9.2.7 Others

##### 9.2.7.1 Market Trends

##### 9.2.7.2 Market Forecast

### 9.3 Europe

#### 9.3.1 Germany

##### 9.3.1.1 Market Trends

##### 9.3.1.2 Market Forecast

#### 9.3.2 France

##### 9.3.2.1 Market Trends

##### 9.3.2.2 Market Forecast

#### 9.3.3 United Kingdom

- 9.3.3.1 Market Trends
- 9.3.3.2 Market Forecast
- 9.3.4 Italy
  - 9.3.4.1 Market Trends
  - 9.3.4.2 Market Forecast
- 9.3.5 Spain
  - 9.3.5.1 Market Trends
  - 9.3.5.2 Market Forecast
- 9.3.6 Russia
  - 9.3.6.1 Market Trends
  - 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**



## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Blue Star Limited
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
    - 14.3.1.3 Financials
  - 14.3.2 Electrolux AB
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
    - 14.3.2.3 Financials
    - 14.3.2.4 SWOT Analysis
  - 14.3.3 Haier Group Corporation
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
  - 14.3.4 Havells India Limited
    - 14.3.4.1 Company Overview
    - 14.3.4.2 Product Portfolio
    - 14.3.4.3 Financials
    - 14.3.4.4 SWOT Analysis
  - 14.3.5 Hitachi Ltd.
    - 14.3.5.1 Company Overview
    - 14.3.5.2 Product Portfolio
    - 14.3.5.3 Financials
    - 14.3.5.4 SWOT Analysis
  - 14.3.6 IFB Industries Limited

- 14.3.6.1 Company Overview
- 14.3.6.2 Product Portfolio
- 14.3.6.3 Financials
- 14.3.7 LG Electronics Inc.
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
  - 14.3.7.4 SWOT Analysis
- 14.3.8 Mitsubishi Electric Corporation
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
  - 14.3.8.3 Financials
  - 14.3.8.4 SWOT Analysis
- 14.3.9 Panasonic Corporation
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
  - 14.3.9.3 Financials
  - 14.3.9.4 SWOT Analysis
- 14.3.10 Samsung Electronics Co. Ltd.
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
  - 14.3.10.3 Financials
  - 14.3.10.4 SWOT Analysis
- 14.3.11 Sharp Corporation
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
  - 14.3.11.3 Financials
  - 14.3.11.4 SWOT Analysis
- 14.3.12 The Middleby Corporation
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
  - 14.3.12.3 Financials
  - 14.3.12.4 SWOT Analysis
- 14.3.13 Whirlpool Corporation
  - 14.3.13.1 Company Overview
  - 14.3.13.2 Product Portfolio
  - 14.3.13.3 Financials
  - 14.3.13.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: White Goods Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: White Goods Market Forecast: Breakup by Product (in Million US\$), 2023-2028

Table 3: Global: White Goods Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: White Goods Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 5: Global: White Goods Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: White Goods Market: Competitive Structure

Table 7: Global: White Goods Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: White Goods Market: Major Drivers and Challenges

Figure 2: Global: White Goods Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: White Goods Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: White Goods Market: Breakup by Product (in %), 2022

Figure 5: Global: White Goods Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: White Goods Market: Breakup by End User (in %), 2022

Figure 7: Global: White Goods Market: Breakup by Region (in %), 2022

Figure 8: Global: White Goods (Refrigerator) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: White Goods (Refrigerator) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: White Goods (Air Conditioner) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: White Goods (Air Conditioner) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: White Goods (Washing Machine) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: White Goods (Washing Machine) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: White Goods (Dishwasher) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: White Goods (Dishwasher) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: White Goods (Microwave Oven) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: White Goods (Microwave Oven) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: White Goods (Other Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: White Goods (Other Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: White Goods (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: White Goods (Supermarkets and Hypermarkets) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 22: Global: White Goods (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: White Goods (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: White Goods (Retail Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: White Goods (Retail Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: White Goods (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: White Goods (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: White Goods (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: White Goods (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: White Goods (Residential) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: White Goods (Residential) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: White Goods (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: White Goods (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: North America: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: North America: White Goods Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: United States: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: United States: White Goods Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Canada: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Canada: White Goods Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Asia-Pacific: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Asia-Pacific: White Goods Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: China: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: China: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 44: Japan: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Japan: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 46: India: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: India: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 48: South Korea: White Goods Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 49: South Korea: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 50: Australia: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Australia: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 52: Indonesia: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Indonesia: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 54: Others: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Others: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 56: Europe: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Europe: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 58: Germany: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Germany: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 60: France: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: France: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 62: United Kingdom: White Goods Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 63: United Kingdom: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 64: Italy: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Italy: White Goods Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Spain: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Spain: White Goods Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 68: Russia: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Russia: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 70: Others: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Others: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 72: Latin America: White Goods Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 73: Latin America: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 74: Brazil: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Brazil: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 76: Mexico: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Mexico: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 78: Others: White Goods Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Others: White Goods Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 80: Middle East and Africa: White Goods Market: Sales Value (in Million US\$),  
2017 & 2022

Figure 81: Middle East and Africa: White Goods Market: Breakup by Country (in %),  
2022

Figure 82: Middle East and Africa: White Goods Market Forecast: Sales Value (in  
Million US\$), 2023-2028

Figure 83: Global: White Goods Industry: SWOT Analysis

Figure 84: Global: White Goods Industry: Value Chain Analysis

Figure 85: Global: White Goods Industry: Porter's Five Forces Analysis



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