

White Goods Market Report by Product (Refrigerator, Air Conditioner, Washing Machine, Dishwasher, Microwave Oven, and Others), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Retail Stores, Online Stores, and Others), End User (Residential, Commercial), and Region 2024-2032

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Abstracts

The global white goods market size reached US\$ 729.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,127.0 Billion by 2032, exhibiting a growth rate (CAGR) of 4.9% during 2024-2032.

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 2024-2032. 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

1. What was the size of the global white goods market in 2023?
2. What is the expected growth rate of the global white goods market during 2024-2032?

3. What are the key factors driving the global white goods market?
4. What has been the impact of COVID-19 on the global white goods market?
5. What is the breakup of the global white goods market based on the product?
6. What is the breakup of the global white goods market based on the distribution channel?
7. What is the breakup of the global white goods market based on the end user?
8. What are the key regions in the global white goods market?
9. Who are the key players/companies in the global white goods market?

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