

# 2018-2023 Global Power Cords & Extension Cords Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Power Cords & Extension Cords market for 2018-2023.

Extension cords, also known as power extenders or extension leads, are longer power cords that are used to supply electrical energy to portable electrical equipment or appliances located up to hundreds of feet away from a main power source.

Equipment such as construction machinery, sound and lighting equipment, emergency medical defibrillators and electrical power tools are often used in locations without a convenient power source, and extension cords are thus used to supply the current to the equipment. Extension cords are only designed for temporary usage, and not as a means of permanent or long-term power supply.

There are a vast number of producers all vying for market share and trying to take market share from each other. For the North American power cords industry, the major competition comes from the Asia-Pacific region, especially from China, Taiwan and Vietnam, etc. The cheaper labor in these countries makes the power cord production cost decrease. With globalization came lower trade barriers and therefore low cost power cords flooded the developed countries' power cords market making the local power cord industry struggle to survive.

The threat of this industry is wireless technology which could be a major trend in the future. At the present time the threat of substitutes for power cords or their components is low. The power cord is a relatively cheap part of the end product for most buyers. The fluctuation of copper price will affect the cost and price of the power cords product. The gross margin is the same. Although power cords & extension cords industry still have a lot of opportunities, for the new entrants with only advantage in capital without sufficient

support in technology and downstream channels, the research group did not recommend taking risk to enter this market

Over the next five years, LPI(LP Information) projects that Power Cords & Extension Cords will register a -1.7% CAGR in terms of revenue, reach US\$ 5190 million by 2023, from US\$ 5750 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Power Cords & Extension Cords market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

PVC and Rubber

Halogen-free

Segmentation by application:

Household Appliances

Computers and Consumer Electronics

Medical Devices

Other Industrial Products

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Volex

Longwell

I-SHENG

Electri-Cord

HL TECHNOLOGY

Feller

Quail Electronics

Hongchang Electronics

Americord

CHING CHENG

Prime Wire & Cable

AURICH

Queenpuo

CEP

Yunhuan Electronics

Coleman Cable

HUASHENG ELECTRICAL

StayOnline

Yung Li

MEGA

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Power Cords & Extension Cords consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Power Cords & Extension Cords market by identifying its various subsegments.

Focuses on the key global Power Cords & Extension Cords manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Power Cords & Extension Cords with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Power Cords & Extension Cords submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **2018-2023 GLOBAL POWER CORDS & EXTENSION CORDS CONSUMPTION MARKET REPORT**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Power Cords & Extension Cords Consumption 2013-2023
  - 2.1.2 Power Cords & Extension Cords Consumption CAGR by Region
- 2.2 Power Cords & Extension Cords Segment by Type
  - 2.2.1 PVC and Rubber
  - 2.2.2 Halogen-free
- 2.3 Power Cords & Extension Cords Consumption by Type
  - 2.3.1 Global Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Power Cords & Extension Cords Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Power Cords & Extension Cords Sale Price by Type (2013-2018)
- 2.4 Power Cords & Extension Cords Segment by Application
  - 2.4.1 Household Appliances
  - 2.4.2 Computers and Consumer Electronics
  - 2.4.3 Medical Devices
  - 2.4.4 Other Industrial Products
- 2.5 Power Cords & Extension Cords Consumption by Application
  - 2.5.1 Global Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)
  - 2.5.2 Global Power Cords & Extension Cords Value and Market Share by Application (2013-2018)
  - 2.5.3 Global Power Cords & Extension Cords Sale Price by Application (2013-2018)

### **3 GLOBAL POWER CORDS & EXTENSION CORDS BY PLAYERS**

- 3.1 Global Power Cords & Extension Cords Sales Market Share by Players
  - 3.1.1 Global Power Cords & Extension Cords Sales by Players (2016-2018)
  - 3.1.2 Global Power Cords & Extension Cords Sales Market Share by Players (2016-2018)
- 3.2 Global Power Cords & Extension Cords Revenue Market Share by Players
  - 3.2.1 Global Power Cords & Extension Cords Revenue by Players (2016-2018)
  - 3.2.2 Global Power Cords & Extension Cords Revenue Market Share by Players (2016-2018)
- 3.3 Global Power Cords & Extension Cords Sale Price by Players
- 3.4 Global Power Cords & Extension Cords Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 3.4.1 Global Power Cords & Extension Cords Manufacturing Base Distribution and Sales Area by Players
  - 3.4.2 Players Power Cords & Extension Cords Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

### **4 POWER CORDS & EXTENSION CORDS BY REGIONS**

- 4.1 Power Cords & Extension Cords by Regions
  - 4.1.1 Global Power Cords & Extension Cords Consumption by Regions
  - 4.1.2 Global Power Cords & Extension Cords Value by Regions
- 4.2 Americas Power Cords & Extension Cords Consumption Growth
- 4.3 APAC Power Cords & Extension Cords Consumption Growth
- 4.4 Europe Power Cords & Extension Cords Consumption Growth
- 4.5 Middle East & Africa Power Cords & Extension Cords Consumption Growth

### **5 AMERICAS**

- 5.1 Americas Power Cords & Extension Cords Consumption by Countries
  - 5.1.1 Americas Power Cords & Extension Cords Consumption by Countries (2013-2018)
  - 5.1.2 Americas Power Cords & Extension Cords Value by Countries (2013-2018)



- 5.2 Americas Power Cords & Extension Cords Consumption by Type
- 5.3 Americas Power Cords & Extension Cords Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

- 6.1 APAC Power Cords & Extension Cords Consumption by Countries
  - 6.1.1 APAC Power Cords & Extension Cords Consumption by Countries (2013-2018)
  - 6.1.2 APAC Power Cords & Extension Cords Value by Countries (2013-2018)
- 6.2 APAC Power Cords & Extension Cords Consumption by Type
- 6.3 APAC Power Cords & Extension Cords Consumption by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Power Cords & Extension Cords by Countries
  - 7.1.1 Europe Power Cords & Extension Cords Consumption by Countries (2013-2018)
  - 7.1.2 Europe Power Cords & Extension Cords Value by Countries (2013-2018)
- 7.2 Europe Power Cords & Extension Cords Consumption by Type
- 7.3 Europe Power Cords & Extension Cords Consumption by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

## 8.1 Middle East & Africa Power Cords & Extension Cords by Countries

8.1.1 Middle East & Africa Power Cords & Extension Cords Consumption by Countries (2013-2018)

8.1.2 Middle East & Africa Power Cords & Extension Cords Value by Countries (2013-2018)

8.2 Middle East & Africa Power Cords & Extension Cords Consumption by Type

8.3 Middle East & Africa Power Cords & Extension Cords Consumption by Application

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## 9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

9.2 Market Challenges and Impact

9.3 Market Trends

## 10 MARKETING, DISTRIBUTORS AND CUSTOMER

10.1 Sales Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.2 Power Cords & Extension Cords Distributors

10.3 Power Cords & Extension Cords Customer

## 11 GLOBAL POWER CORDS & EXTENSION CORDS MARKET FORECAST

11.1 Global Power Cords & Extension Cords Consumption Forecast (2018-2023)

11.2 Global Power Cords & Extension Cords Forecast by Regions

11.2.1 Global Power Cords & Extension Cords Forecast by Regions (2018-2023)

11.2.2 Global Power Cords & Extension Cords Value Forecast by Regions (2018-2023)

11.2.3 Americas Consumption Forecast

11.2.4 APAC Consumption Forecast

11.2.5 Europe Consumption Forecast

- 11.2.6 Middle East & Africa Consumption Forecast
- 11.3 Americas Forecast by Countries
  - 11.3.1 United States Market Forecast
  - 11.3.2 Canada Market Forecast
  - 11.3.3 Mexico Market Forecast
  - 11.3.4 Brazil Market Forecast
- 11.4 APAC Forecast by Countries
  - 11.4.1 China Market Forecast
  - 11.4.2 Japan Market Forecast
  - 11.4.3 Korea Market Forecast
  - 11.4.4 Southeast Asia Market Forecast
  - 11.4.5 India Market Forecast
  - 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Power Cords & Extension Cords Forecast by Type
- 11.8 Global Power Cords & Extension Cords Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Volex
  - 12.1.1 Company Details
  - 12.1.2 Power Cords & Extension Cords Product Offered
  - 12.1.3 Volex Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 Volex News
- 12.2 Longwell

- 12.2.1 Company Details
- 12.2.2 Power Cords & Extension Cords Product Offered
- 12.2.3 Longwell Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
- 12.2.4 Main Business Overview
- 12.2.5 Longwell News
- 12.3 I-SHENG
  - 12.3.1 Company Details
  - 12.3.2 Power Cords & Extension Cords Product Offered
  - 12.3.3 I-SHENG Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.3.4 Main Business Overview
  - 12.3.5 I-SHENG News
- 12.4 Electri-Cord
  - 12.4.1 Company Details
  - 12.4.2 Power Cords & Extension Cords Product Offered
  - 12.4.3 Electri-Cord Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.4.4 Main Business Overview
  - 12.4.5 Electri-Cord News
- 12.5 HL TECHNOLOGY
  - 12.5.1 Company Details
  - 12.5.2 Power Cords & Extension Cords Product Offered
  - 12.5.3 HL TECHNOLOGY Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.5.4 Main Business Overview
  - 12.5.5 HL TECHNOLOGY News
- 12.6 Feller
  - 12.6.1 Company Details
  - 12.6.2 Power Cords & Extension Cords Product Offered
  - 12.6.3 Feller Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.6.4 Main Business Overview
  - 12.6.5 Feller News
- 12.7 Quail Electronics
  - 12.7.1 Company Details
  - 12.7.2 Power Cords & Extension Cords Product Offered
  - 12.7.3 Quail Electronics Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

- 12.7.4 Main Business Overview
- 12.7.5 Quail Electronics News
- 12.8 Hongchang Electronics
  - 12.8.1 Company Details
  - 12.8.2 Power Cords & Extension Cords Product Offered
  - 12.8.3 Hongchang Electronics Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.8.4 Main Business Overview
  - 12.8.5 Hongchang Electronics News
- 12.9 Americord
  - 12.9.1 Company Details
  - 12.9.2 Power Cords & Extension Cords Product Offered
  - 12.9.3 Americord Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.9.4 Main Business Overview
  - 12.9.5 Americord News
- 12.10 CHING CHENG
  - 12.10.1 Company Details
  - 12.10.2 Power Cords & Extension Cords Product Offered
  - 12.10.3 CHING CHENG Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.10.4 Main Business Overview
  - 12.10.5 CHING CHENG News
- 12.11 Prime Wire & Cable
- 12.12 AURICH
- 12.13 Queenpuo
- 12.14 CEP
- 12.15 Yunhuan Electronics
- 12.16 Coleman Cable
- 12.17 HUASHENG ELECTRICAL
- 12.18 StayOnline
- 12.19 Yung Li
- 12.20 MEGA

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Power Cords & Extension Cords

Table Product Specifications of Power Cords & Extension Cords

Figure Power Cords & Extension Cords Report Years Considered

Figure Market Research Methodology

Figure Global Power Cords & Extension Cords Consumption Growth Rate 2013-2023 (M Pcs)

Figure Global Power Cords & Extension Cords Value Growth Rate 2013-2023 (\$ Millions)

Table Power Cords & Extension Cords Consumption CAGR by Region 2013-2023 (\$ Millions)

Figure Product Picture of PVC and Rubber

Table Major Players of PVC and Rubber

Figure Product Picture of Halogen-free

Table Major Players of Halogen-free

Table Global Consumption Sales by Type (2013-2018)

Table Global Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)

Figure Global Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)

Table Global Power Cords & Extension Cords Revenue by Type (2013-2018) (\$ million)

Table Global Power Cords & Extension Cords Value Market Share by Type (2013-2018) (\$ Millions)

Figure Global Power Cords & Extension Cords Value Market Share by Type (2013-2018)

Table Global Power Cords & Extension Cords Sale Price by Type (2013-2018)

Figure Power Cords & Extension Cords Consumed in Household Appliances

Figure Global Power Cords & Extension Cords Market: Household Appliances (2013-2018) (M Pcs)

Figure Global Power Cords & Extension Cords Market: Household Appliances (2013-2018) (\$ Millions)

Figure Global Household Appliances YoY Growth (\$ Millions)

Figure Power Cords & Extension Cords Consumed in Computers and Consumer Electronics

Figure Global Power Cords & Extension Cords Market: Computers and Consumer Electronics (2013-2018) (M Pcs)

Figure Global Power Cords & Extension Cords Market: Computers and Consumer Electronics (2013-2018) (\$ Millions)

Figure Global Computers and Consumer Electronics YoY Growth (\$ Millions)

Figure Power Cords & Extension Cords Consumed in Medical Devices

Figure Global Power Cords & Extension Cords Market: Medical Devices (2013-2018) (M Pcs)

Figure Global Power Cords & Extension Cords Market: Medical Devices (2013-2018) (\$ Millions)

Figure Global Medical Devices YoY Growth (\$ Millions)

Figure Power Cords & Extension Cords Consumed in Other Industrial Products

Figure Global Power Cords & Extension Cords Market: Other Industrial Products (2013-2018) (M Pcs)

Figure Global Power Cords & Extension Cords Market: Other Industrial Products (2013-2018) (\$ Millions)

Figure Global Other Industrial Products YoY Growth (\$ Millions)

Table Global Consumption Sales by Application (2013-2018)

Table Global Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)

Figure Global Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)

Table Global Power Cords & Extension Cords Value by Application (2013-2018)

Table Global Power Cords & Extension Cords Value Market Share by Application (2013-2018)

Figure Global Power Cords & Extension Cords Value Market Share by Application (2013-2018)

Table Global Power Cords & Extension Cords Sale Price by Application (2013-2018)

Table Global Power Cords & Extension Cords Sales by Players (2016-2018) (M Pcs)

Table Global Power Cords & Extension Cords Sales Market Share by Players (2016-2018)

Figure Global Power Cords & Extension Cords Sales Market Share by Players in 2016

Figure Global Power Cords & Extension Cords Sales Market Share by Players in 2017

Table Global Power Cords & Extension Cords Revenue by Players (2016-2018) (\$ Millions)

Table Global Power Cords & Extension Cords Revenue Market Share by Players (2016-2018)

Figure Global Power Cords & Extension Cords Revenue Market Share by Players in 2016

Figure Global Power Cords & Extension Cords Revenue Market Share by Players in 2017

Table Global Power Cords & Extension Cords Sale Price by Players (2016-2018)

Figure Global Power Cords & Extension Cords Sale Price by Players in 2017

Table Global Power Cords & Extension Cords Manufacturing Base Distribution and Sales Area by Players

Table Players Power Cords & Extension Cords Products Offered

Table Power Cords & Extension Cords Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Power Cords & Extension Cords Consumption by Regions 2013-2018 (M Pcs)

Table Global Power Cords & Extension Cords Consumption Market Share by Regions 2013-2018

Figure Global Power Cords & Extension Cords Consumption Market Share by Regions 2013-2018

Table Global Power Cords & Extension Cords Value by Regions 2013-2018 (\$ Millions)

Table Global Power Cords & Extension Cords Value Market Share by Regions 2013-2018

Figure Global Power Cords & Extension Cords Value Market Share by Regions 2013-2018

Figure Americas Power Cords & Extension Cords Consumption 2013-2018 (M Pcs)

Figure Americas Power Cords & Extension Cords Value 2013-2018 (\$ Millions)

Figure APAC Power Cords & Extension Cords Consumption 2013-2018 (M Pcs)

Figure APAC Power Cords & Extension Cords Value 2013-2018 (\$ Millions)

Figure Europe Power Cords & Extension Cords Consumption 2013-2018 (M Pcs)

Figure Europe Power Cords & Extension Cords Value 2013-2018 (\$ Millions)

Figure Middle East & Africa Power Cords & Extension Cords Consumption 2013-2018 (M Pcs)

Figure Middle East & Africa Power Cords & Extension Cords Value 2013-2018 (\$ Millions)

Table Americas Power Cords & Extension Cords Consumption by Countries (2013-2018) (M Pcs)

Table Americas Power Cords & Extension Cords Consumption Market Share by Countries (2013-2018)

Figure Americas Power Cords & Extension Cords Consumption Market Share by Countries in 2017

Table Americas Power Cords & Extension Cords Value by Countries (2013-2018) (\$ Millions)

Table Americas Power Cords & Extension Cords Value Market Share by Countries (2013-2018)

Figure Americas Power Cords & Extension Cords Value Market Share by Countries in



2017

Table Americas Power Cords & Extension Cords Consumption by Type (2013-2018) (M Pcs)

Table Americas Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)

Figure Americas Power Cords & Extension Cords Consumption Market Share by Type in 2017

Table Americas Power Cords & Extension Cords Consumption by Application (2013-2018) (M Pcs)

Table Americas Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)

Figure Americas Power Cords & Extension Cords Consumption Market Share by Application in 2017

Figure United States Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure United States Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Canada Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Canada Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Mexico Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Mexico Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Table APAC Power Cords & Extension Cords Consumption by Countries (2013-2018) (M Pcs)

Table APAC Power Cords & Extension Cords Consumption Market Share by Countries (2013-2018)

Figure APAC Power Cords & Extension Cords Consumption Market Share by Countries in 2017

Table APAC Power Cords & Extension Cords Value by Countries (2013-2018) (\$ Millions)

Table APAC Power Cords & Extension Cords Value Market Share by Countries (2013-2018)

Figure APAC Power Cords & Extension Cords Value Market Share by Countries in 2017

Table APAC Power Cords & Extension Cords Consumption by Type (2013-2018) (M Pcs)

Table APAC Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)

Figure APAC Power Cords & Extension Cords Consumption Market Share by Type in 2017

Table APAC Power Cords & Extension Cords Consumption by Application (2013-2018) (M Pcs)

Table APAC Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)

Figure APAC Power Cords & Extension Cords Consumption Market Share by Application in 2017

Figure China Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure China Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Japan Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Japan Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Korea Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Korea Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Southeast Asia Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Southeast Asia Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure India Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure India Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Australia Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Australia Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Table Europe Power Cords & Extension Cords Consumption by Countries (2013-2018) (M Pcs)

Table Europe Power Cords & Extension Cords Consumption Market Share by Countries (2013-2018)

Figure Europe Power Cords & Extension Cords Consumption Market Share by Countries in 2017

Table Europe Power Cords & Extension Cords Value by Countries (2013-2018) (\$ Millions)

Table Europe Power Cords & Extension Cords Value Market Share by Countries (2013-2018)

Figure Europe Power Cords & Extension Cords Value Market Share by Countries in 2017

Table Europe Power Cords & Extension Cords Consumption by Type (2013-2018) (M Pcs)

Table Europe Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)

Figure Europe Power Cords & Extension Cords Consumption Market Share by Type in 2017

Table Europe Power Cords & Extension Cords Consumption by Application (2013-2018) (M Pcs)

Table Europe Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)

Figure Europe Power Cords & Extension Cords Consumption Market Share by Application in 2017

Figure Germany Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Germany Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure France Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure France Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure UK Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure UK Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Italy Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Italy Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Russia Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Russia Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Spain Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Spain Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Table Middle East & Africa Power Cords & Extension Cords Consumption by Countries (2013-2018) (M Pcs)

Table Middle East & Africa Power Cords & Extension Cords Consumption Market Share by Countries (2013-2018)

Figure Middle East & Africa Power Cords & Extension Cords Consumption Market Share by Countries in 2017

Table Middle East & Africa Power Cords & Extension Cords Value by Countries (2013-2018) (\$ Millions)

Table Middle East & Africa Power Cords & Extension Cords Value Market Share by Countries (2013-2018)

Figure Middle East & Africa Power Cords & Extension Cords Value Market Share by Countries in 2017

Table Middle East & Africa Power Cords & Extension Cords Consumption by Type (2013-2018) (M Pcs)

Table Middle East & Africa Power Cords & Extension Cords Consumption Market Share by Type (2013-2018)

Figure Middle East & Africa Power Cords & Extension Cords Consumption Market Share by Type in 2017

Table Middle East & Africa Power Cords & Extension Cords Consumption by Application (2013-2018) (M Pcs)

Table Middle East & Africa Power Cords & Extension Cords Consumption Market Share by Application (2013-2018)

Figure Middle East & Africa Power Cords & Extension Cords Consumption Market Share by Application in 2017

Figure Egypt Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Egypt Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure South Africa Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure South Africa Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Israel Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Israel Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure Turkey Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure Turkey Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Figure GCC Countries Power Cords & Extension Cords Consumption Growth 2013-2018 (M Pcs)

Figure GCC Countries Power Cords & Extension Cords Value Growth 2013-2018 (\$ Millions)

Table Power Cords & Extension Cords Distributors List

Table Power Cords & Extension Cords Customer List

Figure Global Power Cords & Extension Cords Consumption Growth Rate Forecast (2018-2023) (M Pcs)

Figure Global Power Cords & Extension Cords Value Growth Rate Forecast (2018-2023) (\$ Millions)

Table Global Power Cords & Extension Cords Consumption Forecast by Countries (2018-2023) (M Pcs)

Table Global Power Cords & Extension Cords Consumption Market Forecast by Regions

Table Global Power Cords & Extension Cords Value Forecast by Countries (2018-2023) (\$ Millions)

Table Global Power Cords & Extension Cords Value Market Share Forecast by Regions

Figure Americas Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure Americas Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Figure APAC Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure APAC Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Europe Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Europe Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Middle East & Africa Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Middle East & Africa Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure United States Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure United States Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Canada Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Canada Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Mexico Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Mexico Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Brazil Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Brazil Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure China Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure China Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Japan Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Japan Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Korea Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Korea Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Southeast Asia Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Southeast Asia Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure India Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure India Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Australia Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Australia Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Germany Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Germany Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure France Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure France Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure UK Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure UK Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Italy Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Italy Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Russia Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)  
Figure Russia Power Cords & Extension Cords Value 2018-2023 (\$ Millions)  
Figure Spain Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure Spain Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Figure Egypt Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure Egypt Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Figure South Africa Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure South Africa Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Figure Israel Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure Israel Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Figure Turkey Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure Turkey Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Figure GCC Countries Power Cords & Extension Cords Consumption 2018-2023 (M Pcs)

Figure GCC Countries Power Cords & Extension Cords Value 2018-2023 (\$ Millions)

Table Global Power Cords & Extension Cords Consumption Forecast by Type (2018-2023) (M Pcs)

Table Global Power Cords & Extension Cords Consumption Market Share Forecast by Type (2018-2023)

Table Global Power Cords & Extension Cords Value Forecast by Type (2018-2023) (\$ Millions)

Table Global Power Cords & Extension Cords Value Market Share Forecast by Type (2018-2023)

Table Global Power Cords & Extension Cords Consumption Forecast by Application (2018-2023) (M Pcs)

Table Global Power Cords & Extension Cords Consumption Market Share Forecast by Application (2018-2023)

Table Global Power Cords & Extension Cords Value Forecast by Application (2018-2023) (\$ Millions)

Table Global Power Cords & Extension Cords Value Market Share Forecast by Application (2018-2023)

Table Volex Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Volex Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Volex Power Cords & Extension Cords Market Share (2016-2018)

Table Longwell Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Longwell Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Longwell Power Cords & Extension Cords Market Share (2016-2018)

Table I-SHENG Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table I-SHENG Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure I-SHENG Power Cords & Extension Cords Market Share (2016-2018)

Table Electri-Cord Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Electri-Cord Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Electri-Cord Power Cords & Extension Cords Market Share (2016-2018)

Table HL TECHNOLOGY Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table HL TECHNOLOGY Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure HL TECHNOLOGY Power Cords & Extension Cords Market Share (2016-2018)

Table Feller Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Feller Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Feller Power Cords & Extension Cords Market Share (2016-2018)

Table Quail Electronics Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Quail Electronics Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Quail Electronics Power Cords & Extension Cords Market Share (2016-2018)

Table Hongchang Electronics Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Hongchang Electronics Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Hongchang Electronics Power Cords & Extension Cords Market Share (2016-2018)

Table Americord Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Americord Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Americord Power Cords & Extension Cords Market Share (2016-2018)

Table CHING CHENG Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table CHING CHENG Power Cords & Extension Cords Sales, Revenue, Price and Gross Margin (2016-2018)

Figure CHING CHENG Power Cords & Extension Cords Market Share (2016-2018)

Table Prime Wire & Cable Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table AURICH Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Queenpuo Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table CEP Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Yunhuan Electronics Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Coleman Cable Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table HUASHENG ELECTRICAL Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table StayOnline Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Yung Li Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table MEGA Basic Information, Manufacturing Base, Sales Area and Its Competitors



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