

Global White Goods Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the White Goods market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global White Goods market are covered in Chapter 9:

Samsung Electronics Co., Ltd.

Whirlpool Corporation

Carrier Global

Ariston Thermo Group

Meiling

Panasonic Corporation

Hitachi



Electrolux

Daikin

BSH Hausgerte

LG Electronics Inc.

Arelik

Mitsubishi Electric

Robert Bosch

Midea Group

Lloyd

Koninklijke Philips N.V.

In Chapter 5 and Chapter 7.3, based on types, the White Goods market from 2017 to 2027 is primarily split into:

Refrigerator

Air Conditioner

Washing Machine

Others

In Chapter 6 and Chapter 7.4, based on applications, the White Goods market from 2017 to 2027 covers:

Online Sales

Offline Sales

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the White Goods market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global



supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the White Goods Industry.

2. How do you determine the list of the key players included in the report? With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report. Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements? Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.



Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021



Estimated Year: 2022

Forecast Period: 2022-2027



Contents

1 WHITE GOODS MARKET OVERVIEW

- 1.1 Product Overview and Scope of White Goods Market
- 1.2 White Goods Market Segment by Type
- 1.2.1 Global White Goods Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global White Goods Market Segment by Application
- 1.3.1 White Goods Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global White Goods Market, Region Wise (2017-2027)
- 1.4.1 Global White Goods Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
 - 1.4.2 United States White Goods Market Status and Prospect (2017-2027)
 - 1.4.3 Europe White Goods Market Status and Prospect (2017-2027)
 - 1.4.4 China White Goods Market Status and Prospect (2017-2027)
 - 1.4.5 Japan White Goods Market Status and Prospect (2017-2027)
 - 1.4.6 India White Goods Market Status and Prospect (2017-2027)
 - 1.4.7 Southeast Asia White Goods Market Status and Prospect (2017-2027)
 - 1.4.8 Latin America White Goods Market Status and Prospect (2017-2027)
 - 1.4.9 Middle East and Africa White Goods Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of White Goods (2017-2027)
 - 1.5.1 Global White Goods Market Revenue Status and Outlook (2017-2027)
- 1.5.2 Global White Goods Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the White Goods Market

2 INDUSTRY OUTLOOK

- 2.1 White Goods Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
 - 2.2.1 Analysis of Financial Barriers
 - 2.2.2 Analysis of Technical Barriers
 - 2.2.3 Analysis of Talent Barriers
 - 2.2.4 Analysis of Brand Barrier
- 2.3 White Goods Market Drivers Analysis
- 2.4 White Goods Market Challenges Analysis
- 2.5 Emerging Market Trends



- 2.6 Consumer Preference Analysis
- 2.7 White Goods Industry Development Trends under COVID-19 Outbreak
 - 2.7.1 Global COVID-19 Status Overview
- 2.7.2 Influence of COVID-19 Outbreak on White Goods Industry Development

3 GLOBAL WHITE GOODS MARKET LANDSCAPE BY PLAYER

- 3.1 Global White Goods Sales Volume and Share by Player (2017-2022)
- 3.2 Global White Goods Revenue and Market Share by Player (2017-2022)
- 3.3 Global White Goods Average Price by Player (2017-2022)
- 3.4 Global White Goods Gross Margin by Player (2017-2022)
- 3.5 White Goods Market Competitive Situation and Trends
 - 3.5.1 White Goods Market Concentration Rate
 - 3.5.2 White Goods Market Share of Top 3 and Top 6 Players
 - 3.5.3 Mergers & Acquisitions, Expansion

4 GLOBAL WHITE GOODS SALES VOLUME AND REVENUE REGION WISE (2017-2022)

- 4.1 Global White Goods Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global White Goods Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.4.1 United States White Goods Market Under COVID-19
- 4.5 Europe White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.5.1 Europe White Goods Market Under COVID-19
- 4.6 China White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.6.1 China White Goods Market Under COVID-19
- 4.7 Japan White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.7.1 Japan White Goods Market Under COVID-19
- 4.8 India White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.8.1 India White Goods Market Under COVID-19
- 4.9 Southeast Asia White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.9.1 Southeast Asia White Goods Market Under COVID-19
- 4.10 Latin America White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.10.1 Latin America White Goods Market Under COVID-19



- 4.11 Middle East and Africa White Goods Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.11.1 Middle East and Africa White Goods Market Under COVID-19

5 GLOBAL WHITE GOODS SALES VOLUME, REVENUE, PRICE TREND BY TYPE

- 5.1 Global White Goods Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global White Goods Revenue and Market Share by Type (2017-2022)
- 5.3 Global White Goods Price by Type (2017-2022)
- 5.4 Global White Goods Sales Volume, Revenue and Growth Rate by Type (2017-2022)
- 5.4.1 Global White Goods Sales Volume, Revenue and Growth Rate of Refrigerator (2017-2022)
- 5.4.2 Global White Goods Sales Volume, Revenue and Growth Rate of Air Conditioner (2017-2022)
- 5.4.3 Global White Goods Sales Volume, Revenue and Growth Rate of Washing Machine (2017-2022)
- 5.4.4 Global White Goods Sales Volume, Revenue and Growth Rate of Others (2017-2022)

6 GLOBAL WHITE GOODS MARKET ANALYSIS BY APPLICATION

- 6.1 Global White Goods Consumption and Market Share by Application (2017-2022)
- 6.2 Global White Goods Consumption Revenue and Market Share by Application (2017-2022)
- 6.3 Global White Goods Consumption and Growth Rate by Application (2017-2022)
 - 6.3.1 Global White Goods Consumption and Growth Rate of Online Sales (2017-2022)
- 6.3.2 Global White Goods Consumption and Growth Rate of Offline Sales (2017-2022)

7 GLOBAL WHITE GOODS MARKET FORECAST (2022-2027)

- 7.1 Global White Goods Sales Volume, Revenue Forecast (2022-2027)
- 7.1.1 Global White Goods Sales Volume and Growth Rate Forecast (2022-2027)
- 7.1.2 Global White Goods Revenue and Growth Rate Forecast (2022-2027)
- 7.1.3 Global White Goods Price and Trend Forecast (2022-2027)
- 7.2 Global White Goods Sales Volume and Revenue Forecast, Region Wise (2022-2027)
 - 7.2.1 United States White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.2.2 Europe White Goods Sales Volume and Revenue Forecast (2022-2027)



- 7.2.3 China White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.2.4 Japan White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.2.5 India White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.2.6 Southeast Asia White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.2.7 Latin America White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.2.8 Middle East and Africa White Goods Sales Volume and Revenue Forecast (2022-2027)
- 7.3 Global White Goods Sales Volume, Revenue and Price Forecast by Type (2022-2027)
- 7.3.1 Global White Goods Revenue and Growth Rate of Refrigerator (2022-2027)
- 7.3.2 Global White Goods Revenue and Growth Rate of Air Conditioner (2022-2027)
- 7.3.3 Global White Goods Revenue and Growth Rate of Washing Machine (2022-2027)
- 7.3.4 Global White Goods Revenue and Growth Rate of Others (2022-2027)
- 7.4 Global White Goods Consumption Forecast by Application (2022-2027)
- 7.4.1 Global White Goods Consumption Value and Growth Rate of Online Sales(2022-2027)
- 7.4.2 Global White Goods Consumption Value and Growth Rate of Offline Sales(2022-2027)
- 7.5 White Goods Market Forecast Under COVID-19

8 WHITE GOODS MARKET UPSTREAM AND DOWNSTREAM ANALYSIS

- 8.1 White Goods Industrial Chain Analysis
- 8.2 Key Raw Materials Suppliers and Price Analysis
- 8.3 Manufacturing Cost Structure Analysis
 - 8.3.1 Labor Cost Analysis
 - 8.3.2 Energy Costs Analysis
 - 8.3.3 R&D Costs Analysis
- 8.4 Alternative Product Analysis
- 8.5 Major Distributors of White Goods Analysis
- 8.6 Major Downstream Buyers of White Goods Analysis
- 8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the White Goods Industry

9 PLAYERS PROFILES

- 9.1 Samsung Electronics Co., Ltd.
 - 9.1.1 Samsung Electronics Co., Ltd. Basic Information, Manufacturing Base, Sales



Region and Competitors

- 9.1.2 White Goods Product Profiles, Application and Specification
- 9.1.3 Samsung Electronics Co., Ltd. Market Performance (2017-2022)
- 9.1.4 Recent Development
- 9.1.5 SWOT Analysis
- 9.2 Whirlpool Corporation
- 9.2.1 Whirlpool Corporation Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.2.2 White Goods Product Profiles, Application and Specification
 - 9.2.3 Whirlpool Corporation Market Performance (2017-2022)
 - 9.2.4 Recent Development
 - 9.2.5 SWOT Analysis
- 9.3 Carrier Global
- 9.3.1 Carrier Global Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.3.2 White Goods Product Profiles, Application and Specification
 - 9.3.3 Carrier Global Market Performance (2017-2022)
 - 9.3.4 Recent Development
 - 9.3.5 SWOT Analysis
- 9.4 Ariston Thermo Group
- 9.4.1 Ariston Thermo Group Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.4.2 White Goods Product Profiles, Application and Specification
 - 9.4.3 Ariston Thermo Group Market Performance (2017-2022)
 - 9.4.4 Recent Development
 - 9.4.5 SWOT Analysis
- 9.5 Meiling
 - 9.5.1 Meiling Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.5.2 White Goods Product Profiles, Application and Specification
 - 9.5.3 Meiling Market Performance (2017-2022)
 - 9.5.4 Recent Development
 - 9.5.5 SWOT Analysis
- 9.6 Panasonic Corporation
- 9.6.1 Panasonic Corporation Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.6.2 White Goods Product Profiles, Application and Specification
 - 9.6.3 Panasonic Corporation Market Performance (2017-2022)
 - 9.6.4 Recent Development
 - 9.6.5 SWOT Analysis



9.7 Hitachi

- 9.7.1 Hitachi Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.7.2 White Goods Product Profiles, Application and Specification
- 9.7.3 Hitachi Market Performance (2017-2022)
- 9.7.4 Recent Development
- 9.7.5 SWOT Analysis
- 9.8 Electrolux
 - 9.8.1 Electrolux Basic Information, Manufacturing Base, Sales Region and

Competitors

- 9.8.2 White Goods Product Profiles, Application and Specification
- 9.8.3 Electrolux Market Performance (2017-2022)
- 9.8.4 Recent Development
- 9.8.5 SWOT Analysis
- 9.9 Daikin
 - 9.9.1 Daikin Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.9.2 White Goods Product Profiles, Application and Specification
 - 9.9.3 Daikin Market Performance (2017-2022)
 - 9.9.4 Recent Development
 - 9.9.5 SWOT Analysis
- 9.10 BSH Hausgerte
- 9.10.1 BSH Hausgerte Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.10.2 White Goods Product Profiles, Application and Specification
 - 9.10.3 BSH Hausgerte Market Performance (2017-2022)
 - 9.10.4 Recent Development
 - 9.10.5 SWOT Analysis
- 9.11 LG Electronics Inc.
- 9.11.1 LG Electronics Inc. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.11.2 White Goods Product Profiles, Application and Specification
 - 9.11.3 LG Electronics Inc. Market Performance (2017-2022)
 - 9.11.4 Recent Development
 - 9.11.5 SWOT Analysis
- 9.12 Arelik
 - 9.12.1 Arelik Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.12.2 White Goods Product Profiles, Application and Specification
 - 9.12.3 Arelik Market Performance (2017-2022)
 - 9.12.4 Recent Development
 - 9.12.5 SWOT Analysis



9.13 Mitsubishi Electric

- 9.13.1 Mitsubishi Electric Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.13.2 White Goods Product Profiles, Application and Specification
 - 9.13.3 Mitsubishi Electric Market Performance (2017-2022)
 - 9.13.4 Recent Development
 - 9.13.5 SWOT Analysis
- 9.14 Robert Bosch
- 9.14.1 Robert Bosch Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.14.2 White Goods Product Profiles, Application and Specification
 - 9.14.3 Robert Bosch Market Performance (2017-2022)
 - 9.14.4 Recent Development
 - 9.14.5 SWOT Analysis
- 9.15 Midea Group
- 9.15.1 Midea Group Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.15.2 White Goods Product Profiles, Application and Specification
 - 9.15.3 Midea Group Market Performance (2017-2022)
 - 9.15.4 Recent Development
 - 9.15.5 SWOT Analysis
- 9.16 Lloyd
 - 9.16.1 Lloyd Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.16.2 White Goods Product Profiles, Application and Specification
 - 9.16.3 Lloyd Market Performance (2017-2022)
 - 9.16.4 Recent Development
 - 9.16.5 SWOT Analysis
- 9.17 Koninklijke Philips N.V.
- 9.17.1 Koninklijke Philips N.V. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.17.2 White Goods Product Profiles, Application and Specification
 - 9.17.3 Koninklijke Philips N.V. Market Performance (2017-2022)
 - 9.17.4 Recent Development
 - 9.17.5 SWOT Analysis

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX



- 11.1 Methodology
- 11.2 Research Data Source



List Of Tables

LIST OF TABLES AND FIGURES

Figure White Goods Product Picture

Table Global White Goods Market Sales Volume and CAGR (%) Comparison by Type Table White Goods Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global White Goods Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India White Goods Market Revenue (Million USD) and Growth Rate (2017-2027) Figure Southeast Asia White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa White Goods Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global White Goods Market Sales Volume Status and Outlook (2017-2027)
Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on White Goods Industry Development

Table Global White Goods Sales Volume by Player (2017-2022)

Table Global White Goods Sales Volume Share by Player (2017-2022)

Figure Global White Goods Sales Volume Share by Player in 2021

Table White Goods Revenue (Million USD) by Player (2017-2022)

Table White Goods Revenue Market Share by Player (2017-2022)

Table White Goods Price by Player (2017-2022)

Table White Goods Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global White Goods Sales Volume, Region Wise (2017-2022)

Table Global White Goods Sales Volume Market Share, Region Wise (2017-2022)



Figure Global White Goods Sales Volume Market Share, Region Wise (2017-2022)

Figure Global White Goods Sales Volume Market Share, Region Wise in 2021

Table Global White Goods Revenue (Million USD), Region Wise (2017-2022)

Table Global White Goods Revenue Market Share, Region Wise (2017-2022)

Figure Global White Goods Revenue Market Share, Region Wise (2017-2022)

Figure Global White Goods Revenue Market Share, Region Wise in 2021

Table Global White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global White Goods Sales Volume by Type (2017-2022)

Table Global White Goods Sales Volume Market Share by Type (2017-2022)

Figure Global White Goods Sales Volume Market Share by Type in 2021

Table Global White Goods Revenue (Million USD) by Type (2017-2022)

Table Global White Goods Revenue Market Share by Type (2017-2022)

Figure Global White Goods Revenue Market Share by Type in 2021

Table White Goods Price by Type (2017-2022)

Figure Global White Goods Sales Volume and Growth Rate of Refrigerator (2017-2022)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Refrigerator (2017-2022)

Figure Global White Goods Sales Volume and Growth Rate of Air Conditioner (2017-2022)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Air Conditioner (2017-2022)

Figure Global White Goods Sales Volume and Growth Rate of Washing Machine



(2017-2022)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Washing Machine (2017-2022)

Figure Global White Goods Sales Volume and Growth Rate of Others (2017-2022) Figure Global White Goods Revenue (Million USD) and Growth Rate of Others (2017-2022)

Table Global White Goods Consumption by Application (2017-2022)

Table Global White Goods Consumption Market Share by Application (2017-2022)

Table Global White Goods Consumption Revenue (Million USD) by Application (2017-2022)

Table Global White Goods Consumption Revenue Market Share by Application (2017-2022)

Table Global White Goods Consumption and Growth Rate of Online Sales (2017-2022)

Table Global White Goods Consumption and Growth Rate of Offline Sales (2017-2022)

Figure Global White Goods Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global White Goods Price and Trend Forecast (2022-2027)

Figure USA White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia White Goods Market Sales Volume and Growth Rate Forecast



Analysis (2022-2027)

Figure Southeast Asia White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa White Goods Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa White Goods Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global White Goods Market Sales Volume Forecast, by Type

Table Global White Goods Sales Volume Market Share Forecast, by Type

Table Global White Goods Market Revenue (Million USD) Forecast, by Type

Table Global White Goods Revenue Market Share Forecast, by Type

Table Global White Goods Price Forecast, by Type

Figure Global White Goods Revenue (Million USD) and Growth Rate of Refrigerator (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Refrigerator (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Air Conditioner (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Air Conditioner (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Washing Machine (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Washing Machine (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Others (2022-2027)

Figure Global White Goods Revenue (Million USD) and Growth Rate of Others (2022-2027)

Table Global White Goods Market Consumption Forecast, by Application

Table Global White Goods Consumption Market Share Forecast, by Application

Table Global White Goods Market Revenue (Million USD) Forecast, by Application

Table Global White Goods Revenue Market Share Forecast, by Application

Figure Global White Goods Consumption Value (Million USD) and Growth Rate of Online Sales (2022-2027)

Figure Global White Goods Consumption Value (Million USD) and Growth Rate of



Offline Sales (2022-2027)

Figure White Goods Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Samsung Electronics Co., Ltd. Profile

Table Samsung Electronics Co., Ltd. White Goods Sales Volume, Revenue (Million

USD), Price and Gross Margin (2017-2022)

Figure Samsung Electronics Co., Ltd. White Goods Sales Volume and Growth Rate

Figure Samsung Electronics Co., Ltd. Revenue (Million USD) Market Share 2017-2022

Table Whirlpool Corporation Profile

Table Whirlpool Corporation White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Whirlpool Corporation White Goods Sales Volume and Growth Rate

Figure Whirlpool Corporation Revenue (Million USD) Market Share 2017-2022

Table Carrier Global Profile

Table Carrier Global White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Carrier Global White Goods Sales Volume and Growth Rate

Figure Carrier Global Revenue (Million USD) Market Share 2017-2022

Table Ariston Thermo Group Profile

Table Ariston Thermo Group White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ariston Thermo Group White Goods Sales Volume and Growth Rate

Figure Ariston Thermo Group Revenue (Million USD) Market Share 2017-2022

Table Meiling Profile

Table Meiling White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Meiling White Goods Sales Volume and Growth Rate

Figure Meiling Revenue (Million USD) Market Share 2017-2022

Table Panasonic Corporation Profile

Table Panasonic Corporation White Goods Sales Volume, Revenue (Million USD),

Price and Gross Margin (2017-2022)

Figure Panasonic Corporation White Goods Sales Volume and Growth Rate

Figure Panasonic Corporation Revenue (Million USD) Market Share 2017-2022

Table Hitachi Profile

Table Hitachi White Goods Sales Volume, Revenue (Million USD), Price and Gross



Margin (2017-2022)

Figure Hitachi White Goods Sales Volume and Growth Rate

Figure Hitachi Revenue (Million USD) Market Share 2017-2022

Table Electrolux Profile

Table Electrolux White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Electrolux White Goods Sales Volume and Growth Rate

Figure Electrolux Revenue (Million USD) Market Share 2017-2022

Table Daikin Profile

Table Daikin White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Daikin White Goods Sales Volume and Growth Rate

Figure Daikin Revenue (Million USD) Market Share 2017-2022

Table BSH Hausgerte Profile

Table BSH Hausgerte White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure BSH Hausgerte White Goods Sales Volume and Growth Rate

Figure BSH Hausgerte Revenue (Million USD) Market Share 2017-2022

Table LG Electronics Inc. Profile

Table LG Electronics Inc. White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure LG Electronics Inc. White Goods Sales Volume and Growth Rate

Figure LG Electronics Inc. Revenue (Million USD) Market Share 2017-2022

Table Arelik Profile

Table Arelik White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Arelik White Goods Sales Volume and Growth Rate

Figure Arelik Revenue (Million USD) Market Share 2017-2022

Table Mitsubishi Electric Profile

Table Mitsubishi Electric White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Mitsubishi Electric White Goods Sales Volume and Growth Rate

Figure Mitsubishi Electric Revenue (Million USD) Market Share 2017-2022

Table Robert Bosch Profile

Table Robert Bosch White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Robert Bosch White Goods Sales Volume and Growth Rate

Figure Robert Bosch Revenue (Million USD) Market Share 2017-2022

Table Midea Group Profile



Table Midea Group White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Midea Group White Goods Sales Volume and Growth Rate

Figure Midea Group Revenue (Million USD) Market Share 2017-2022

Table Lloyd Profile

Table Lloyd White Goods Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Lloyd White Goods Sales Volume and Growth Rate

Figure Lloyd Revenue (Million USD) Market Share 2017-2022

Table Koninklijke Philips N.V. Profile

Table Koninklijke Philips N.V. White Goods Sales Volume, Revenue (Million USD),

Price and Gross Margin (2017-2022)

Figure Koninklijke Philips N.V. White Goods Sales Volume and Growth Rate

Figure Koninklijke Philips N.V. Revenue (Million USD) Market Share 2017-2022



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