

# Air Conditioner-Europe Market Status and Trend Report 2013-2023

https://marketpublishers.com/r/A8C9466D7D7EN.html

Date: January 2018

Pages: 132

Price: US\$ 3,480.00 (Single User License)

ID: A8C9466D7D7EN

### **Abstracts**

### **Report Summary**

Air Conditioner-Europe Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Air Conditioner industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole Europe and Regional Market Size of Air Conditioner 2013-2017, and development forecast 2018-2023

Main market players of Air Conditioner in Europe, with company and product introduction, position in the Air Conditioner market

Market status and development trend of Air Conditioner by types and applications

Cost and profit status of Air Conditioner, and marketing status

Market growth drivers and challenges

The report segments the Europe Air Conditioner market as:

Europe Air Conditioner Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):



Germany
---------

United Kingdom

France

Italy

Spain

Benelux

Russia

Europe Air Conditioner Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

**Constant Frequency** 

Inverter

Europe Air Conditioner Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Residential

Commercial

Europe Air Conditioner Market: Players Segment Analysis (Company and Product introduction, Air Conditioner Sales Volume, Revenue, Price and Gross Margin):

Panasonic

**TCL** 

Gree

Midea

Chigo

Hisense

Daikin

Aux

Carrier

Trane

York

Haier

Skyworth

Changhong

Whirlpool

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.



### **Contents**

### **CHAPTER 1 OVERVIEW OF AIR CONDITIONER**

- 1.1 Definition of Air Conditioner in This Report
- 1.2 Commercial Types of Air Conditioner
- 1.2.1 Constant Frequency
- 1.2.2 Inverter
- 1.3 Downstream Application of Air Conditioner
  - 1.3.1 Residential
  - 1.3.2 Commercial
- 1.4 Development History of Air Conditioner
- 1.5 Market Status and Trend of Air Conditioner 2013-2023
- 1.5.1 Europe Air Conditioner Market Status and Trend 2013-2023
- 1.5.2 Regional Air Conditioner Market Status and Trend 2013-2023

### **CHAPTER 2 EUROPE MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Air Conditioner in Europe 2013-2017
- 2.2 Consumption Market of Air Conditioner in Europe by Regions
  - 2.2.1 Consumption Volume of Air Conditioner in Europe by Regions
  - 2.2.2 Revenue of Air Conditioner in Europe by Regions
- 2.3 Market Analysis of Air Conditioner in Europe by Regions
- 2.3.1 Market Analysis of Air Conditioner in Germany 2013-2017
- 2.3.2 Market Analysis of Air Conditioner in United Kingdom 2013-2017
- 2.3.3 Market Analysis of Air Conditioner in France 2013-2017
- 2.3.4 Market Analysis of Air Conditioner in Italy 2013-2017
- 2.3.5 Market Analysis of Air Conditioner in Spain 2013-2017
- 2.3.6 Market Analysis of Air Conditioner in Benelux 2013-2017
- 2.3.7 Market Analysis of Air Conditioner in Russia 2013-2017
- 2.4 Market Development Forecast of Air Conditioner in Europe 2018-2023
- 2.4.1 Market Development Forecast of Air Conditioner in Europe 2018-2023
- 2.4.2 Market Development Forecast of Air Conditioner by Regions 2018-2023

### **CHAPTER 3 EUROPE MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole Europe Market Status by Types
  - 3.1.1 Consumption Volume of Air Conditioner in Europe by Types
  - 3.1.2 Revenue of Air Conditioner in Europe by Types



- 3.2 Europe Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in Germany
  - 3.2.2 Market Status by Types in United Kingdom
  - 3.2.3 Market Status by Types in France
  - 3.2.4 Market Status by Types in Italy
  - 3.2.5 Market Status by Types in Spain
  - 3.2.6 Market Status by Types in Benelux
- 3.2.7 Market Status by Types in Russia
- 3.3 Market Forecast of Air Conditioner in Europe by Types

## CHAPTER 4 EUROPE MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Air Conditioner in Europe by Downstream Industry
- 4.2 Demand Volume of Air Conditioner by Downstream Industry in Major Countries
- 4.2.1 Demand Volume of Air Conditioner by Downstream Industry in Germany
- 4.2.2 Demand Volume of Air Conditioner by Downstream Industry in United Kingdom
- 4.2.3 Demand Volume of Air Conditioner by Downstream Industry in France
- 4.2.4 Demand Volume of Air Conditioner by Downstream Industry in Italy
- 4.2.5 Demand Volume of Air Conditioner by Downstream Industry in Spain
- 4.2.6 Demand Volume of Air Conditioner by Downstream Industry in Benelux
- 4.2.7 Demand Volume of Air Conditioner by Downstream Industry in Russia
- 4.3 Market Forecast of Air Conditioner in Europe by Downstream Industry

#### CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF AIR CONDITIONER

- 5.1 Europe Economy Situation and Trend Overview
- 5.2 Air Conditioner Downstream Industry Situation and Trend Overview

## CHAPTER 6 AIR CONDITIONER MARKET COMPETITION STATUS BY MAJOR PLAYERS IN EUROPE

- 6.1 Sales Volume of Air Conditioner in Europe by Major Players
- 6.2 Revenue of Air Conditioner in Europe by Major Players
- 6.3 Basic Information of Air Conditioner by Major Players
  - 6.3.1 Headquarters Location and Established Time of Air Conditioner Major Players
  - 6.3.2 Employees and Revenue Level of Air Conditioner Major Players
- 6.4 Market Competition News and Trend
- 6.4.1 Merger, Consolidation or Acquisition News



- 6.4.2 Investment or Disinvestment News
- 6.4.3 New Product Development and Launch

## CHAPTER 7 AIR CONDITIONER MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Panasonic
  - 7.1.1 Company profile
  - 7.1.2 Representative Air Conditioner Product
  - 7.1.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Panasonic
- 7.2 TCL
  - 7.2.1 Company profile
  - 7.2.2 Representative Air Conditioner Product
  - 7.2.3 Air Conditioner Sales, Revenue, Price and Gross Margin of TCL
- 7.3 Gree
  - 7.3.1 Company profile
  - 7.3.2 Representative Air Conditioner Product
  - 7.3.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Gree
- 7.4 Midea
  - 7.4.1 Company profile
  - 7.4.2 Representative Air Conditioner Product
- 7.4.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Midea
- 7.5 Chigo
  - 7.5.1 Company profile
  - 7.5.2 Representative Air Conditioner Product
  - 7.5.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Chigo
- 7.6 Hisense
  - 7.6.1 Company profile
  - 7.6.2 Representative Air Conditioner Product
- 7.6.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Hisense
- 7.7 Daikin
  - 7.7.1 Company profile
  - 7.7.2 Representative Air Conditioner Product
  - 7.7.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Daikin
- 7.8 Aux
  - 7.8.1 Company profile
  - 7.8.2 Representative Air Conditioner Product
- 7.8.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Aux
- 7.9 Carrier



- 7.9.1 Company profile
- 7.9.2 Representative Air Conditioner Product
- 7.9.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Carrier
- 7.10 Trane
  - 7.10.1 Company profile
- 7.10.2 Representative Air Conditioner Product
- 7.10.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Trane
- 7.11 York
  - 7.11.1 Company profile
  - 7.11.2 Representative Air Conditioner Product
  - 7.11.3 Air Conditioner Sales, Revenue, Price and Gross Margin of York
- 7.12 Haier
  - 7.12.1 Company profile
  - 7.12.2 Representative Air Conditioner Product
  - 7.12.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Haier
- 7.13 Skyworth
  - 7.13.1 Company profile
  - 7.13.2 Representative Air Conditioner Product
  - 7.13.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Skyworth
- 7.14 Changhong
  - 7.14.1 Company profile
  - 7.14.2 Representative Air Conditioner Product
  - 7.14.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Changhong
- 7.15 Whirlpool
  - 7.15.1 Company profile
  - 7.15.2 Representative Air Conditioner Product
  - 7.15.3 Air Conditioner Sales, Revenue, Price and Gross Margin of Whirlpool

# CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF AIR CONDITIONER

- 8.1 Industry Chain of Air Conditioner
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

#### CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF AIR CONDITIONER

- 9.1 Cost Structure Analysis of Air Conditioner
- 9.2 Raw Materials Cost Analysis of Air Conditioner



- 9.3 Labor Cost Analysis of Air Conditioner
- 9.4 Manufacturing Expenses Analysis of Air Conditioner

### **CHAPTER 10 MARKETING STATUS ANALYSIS OF AIR CONDITIONER**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
- 10.2.3 Target Client
- 10.3 Distributors/Traders List

### **CHAPTER 11 REPORT CONCLUSION**

### **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



### I would like to order

Product name: Air Conditioner-Europe Market Status and Trend Report 2013-2023

Product link: https://marketpublishers.com/r/A8C9466D7D7EN.html

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

### **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/A8C9466D7D7EN.html">https://marketpublishers.com/r/A8C9466D7D7EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970