

Home Appliance-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/H30C564C6FAEN.html>

Date: January 2018

Pages: 131

Price: US\$ 2,980.00 (Single User License)

ID: H30C564C6FAEN

Abstracts

Report Summary

Home Appliance-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Home Appliance 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 China and Regional Market Size of Home Appliance 2013-2017, and development forecast 2018-2023

Main market players of Home Appliance in China, with company and product introduction, position in the Home Appliance market

Market status and development trend of Home Appliance by types and applications

Cost and profit status of Home Appliance, and marketing status

Market growth drivers and challenges

The report segments the China Home Appliance market as:

China Home Appliance Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

Northwest China

China Home Appliance Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Kitchen Appliances

Refrigerators

Washing Machines

Television

Air Conditioners

Others

China Home Appliance Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Cooking

Food Storage

House Maintenance

Entertainment

Cleaning

Others

China Home Appliance Market: Players Segment Analysis (Company and Product introduction, Home Appliance Sales Volume, Revenue, Price and Gross Margin):

Haier

Whirlpool

Midea

Panasonic

GE

SAMSUNG

SONY

LG

BSH

Hisence

Electrolux

Philips

Gree

TCL

Changhong
SKYWORTH
Meling

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 HOME APPLIANCE

- 1.1 Definition of Home Appliance in This Report
- 1.2 Commercial Types of Home Appliance
 - 1.2.1 Kitchen Appliances
 - 1.2.2 Refrigerators
 - 1.2.3 Washing Machines
 - 1.2.4 Television
 - 1.2.5 Air Conditioners
 - 1.2.6 Others
- 1.3 Downstream Application of Home Appliance
 - 1.3.1 Cooking
 - 1.3.2 Food Storage
 - 1.3.3 House Maintenance
 - 1.3.4 Entertainment
 - 1.3.5 Cleaning
 - 1.3.6 Others
- 1.4 Development History of Home Appliance
- 1.5 Market Status and Trend of Home Appliance 2013-2023
 - 1.5.1 China Home Appliance Market Status and Trend 2013-2023
 - 1.5.2 Regional Home Appliance Market Status and Trend 2013-2023

CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Home Appliance in China 2013-2017
- 2.2 Consumption Market of Home Appliance in China by Regions
 - 2.2.1 Consumption Volume of Home Appliance in China by Regions
 - 2.2.2 Revenue of Home Appliance in China by Regions
- 2.3 Market Analysis of Home Appliance in China by Regions
 - 2.3.1 Market Analysis of Home Appliance in North China 2013-2017
 - 2.3.2 Market Analysis of Home Appliance in Northeast China 2013-2017
 - 2.3.3 Market Analysis of Home Appliance in East China 2013-2017
 - 2.3.4 Market Analysis of Home Appliance in Central & South China 2013-2017
 - 2.3.5 Market Analysis of Home Appliance in Southwest China 2013-2017
 - 2.3.6 Market Analysis of Home Appliance in Northwest China 2013-2017
- 2.4 Market Development Forecast of Home Appliance in China 2018-2023
 - 2.4.1 Market Development Forecast of Home Appliance in China 2018-2023

2.4.2 Market Development Forecast of Home Appliance by Regions 2018-2023

CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

3.1 Whole China Market Status by Types

3.1.1 Consumption Volume of Home Appliance in China by Types

3.1.2 Revenue of Home Appliance in China by Types

3.2 China Market Status by Types in Major Countries

3.2.1 Market Status by Types in North China

3.2.2 Market Status by Types in Northeast China

3.2.3 Market Status by Types in East China

3.2.4 Market Status by Types in Central & South China

3.2.5 Market Status by Types in Southwest China

3.2.6 Market Status by Types in Northwest China

3.3 Market Forecast of Home Appliance in China by Types

CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

4.1 Demand Volume of Home Appliance in China by Downstream Industry

4.2 Demand Volume of Home Appliance by Downstream Industry in Major Countries

4.2.1 Demand Volume of Home Appliance by Downstream Industry in North China

4.2.2 Demand Volume of Home Appliance by Downstream Industry in Northeast China

4.2.3 Demand Volume of Home Appliance by Downstream Industry in East China

4.2.4 Demand Volume of Home Appliance by Downstream Industry in Central & South China

4.2.5 Demand Volume of Home Appliance by Downstream Industry in Southwest China

4.2.6 Demand Volume of Home Appliance by Downstream Industry in Northwest China

4.3 Market Forecast of Home Appliance in China by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF HOME APPLIANCE

5.1 China Economy Situation and Trend Overview

5.2 Home Appliance Downstream Industry Situation and Trend Overview

CHAPTER 6 HOME APPLIANCE MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

- 6.1 Sales Volume of Home Appliance in China by Major Players
- 6.2 Revenue of Home Appliance in China by Major Players
- 6.3 Basic Information of Home Appliance by Major Players
 - 6.3.1 Headquarters Location and Established Time of Home Appliance Major Players
 - 6.3.2 Employees and Revenue Level of Home Appliance 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 HOME APPLIANCE MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Haier
 - 7.1.1 Company profile
 - 7.1.2 Representative Home Appliance Product
 - 7.1.3 Home Appliance Sales, Revenue, Price and Gross Margin of Haier
- 7.2 Whirlpool
 - 7.2.1 Company profile
 - 7.2.2 Representative Home Appliance Product
 - 7.2.3 Home Appliance Sales, Revenue, Price and Gross Margin of Whirlpool
- 7.3 Midea
 - 7.3.1 Company profile
 - 7.3.2 Representative Home Appliance Product
 - 7.3.3 Home Appliance Sales, Revenue, Price and Gross Margin of Midea
- 7.4 Panasonic
 - 7.4.1 Company profile
 - 7.4.2 Representative Home Appliance Product
 - 7.4.3 Home Appliance Sales, Revenue, Price and Gross Margin of Panasonic
- 7.5 GE
 - 7.5.1 Company profile
 - 7.5.2 Representative Home Appliance Product
 - 7.5.3 Home Appliance Sales, Revenue, Price and Gross Margin of GE
- 7.6 SAMSUNG
 - 7.6.1 Company profile
 - 7.6.2 Representative Home Appliance Product
 - 7.6.3 Home Appliance Sales, Revenue, Price and Gross Margin of SAMSUNG
- 7.7 SONY

- 7.7.1 Company profile
- 7.7.2 Representative Home Appliance Product
- 7.7.3 Home Appliance Sales, Revenue, Price and Gross Margin of SONY
- 7.8 LG
 - 7.8.1 Company profile
 - 7.8.2 Representative Home Appliance Product
 - 7.8.3 Home Appliance Sales, Revenue, Price and Gross Margin of LG
- 7.9 BSH
 - 7.9.1 Company profile
 - 7.9.2 Representative Home Appliance Product
 - 7.9.3 Home Appliance Sales, Revenue, Price and Gross Margin of BSH
- 7.10 Hisence
 - 7.10.1 Company profile
 - 7.10.2 Representative Home Appliance Product
 - 7.10.3 Home Appliance Sales, Revenue, Price and Gross Margin of Hisence
- 7.11 Electrolux
 - 7.11.1 Company profile
 - 7.11.2 Representative Home Appliance Product
 - 7.11.3 Home Appliance Sales, Revenue, Price and Gross Margin of Electrolux
- 7.12 Philips
 - 7.12.1 Company profile
 - 7.12.2 Representative Home Appliance Product
 - 7.12.3 Home Appliance Sales, Revenue, Price and Gross Margin of Philips
- 7.13 Gree
 - 7.13.1 Company profile
 - 7.13.2 Representative Home Appliance Product
 - 7.13.3 Home Appliance Sales, Revenue, Price and Gross Margin of Gree
- 7.14 TCL
 - 7.14.1 Company profile
 - 7.14.2 Representative Home Appliance Product
 - 7.14.3 Home Appliance Sales, Revenue, Price and Gross Margin of TCL
- 7.15 Changhong
 - 7.15.1 Company profile
 - 7.15.2 Representative Home Appliance Product
 - 7.15.3 Home Appliance Sales, Revenue, Price and Gross Margin of Changhong
- 7.16 SKYWORTH
- 7.17 Meling

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF HOME

APPLIANCE

- 8.1 Industry Chain of Home Appliance
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF HOME APPLIANCE

- 9.1 Cost Structure Analysis of Home Appliance
- 9.2 Raw Materials Cost Analysis of Home Appliance
- 9.3 Labor Cost Analysis of Home Appliance
- 9.4 Manufacturing Expenses Analysis of Home Appliance

CHAPTER 10 MARKETING STATUS ANALYSIS OF HOME APPLIANCE

- 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: Home Appliance-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/H30C564C6FAEN.html>

Price: US\$ 2,980.00 (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 <https://marketpublishers.com/r/H30C564C6FAEN.html>

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**

Customer signature _____

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

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