

China Home Appliance Market Research Report 2016

https://marketpublishers.com/r/C715E229CC0EN.html

Date: November 2016

Pages: 119

Price: US\$ 3,200.00 (Single User License)

ID: C715E229CC0EN

Abstracts

Notes:

Sales, means the sales volume of Home Appliance

Revenue, means the sales value of Home Appliance

This report studies Home Appliance in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

Panasonic

Samsung

Sharp

Siemens

Sony

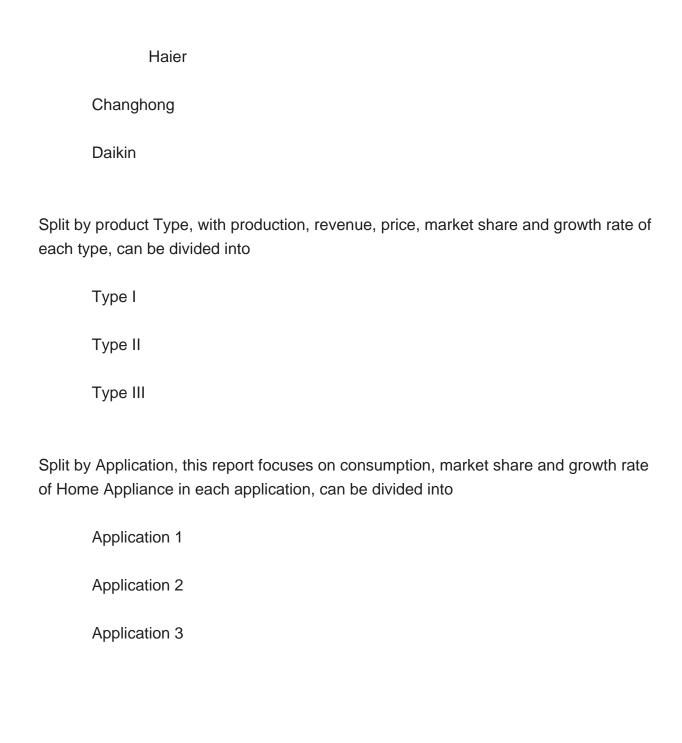
LG

TCL

Midea

Gree







Contents

China Home Appliance Market Research Report 2016

1 HOME APPLIANCE MARKET OVERVIEW

- 1.1 Product Overview and Scope of Home Appliance
- 1.2 Home Appliance Segment by Type
 - 1.2.1 China Production Market Share of Home Appliance Type in 2015
 - 1.2.2 Type I
 - 1.2.3 Type II
 - 1.2.4 Type III
- 1.3 Applications of Home Appliance
- 1.3.1 Home Appliance Consumption Market Share by Application in 2015
- 1.3.2 Application
- 1.3.3 Application
- 1.3.4 Application
- 1.4 China Market Size (Value) of Home Appliance (2011-2021)
- 1.5 China Home ApplianceStatus and Outlook
- 1.6 Government Policies

2 CHINA HOME APPLIANCE MARKET COMPETITION BY MANUFACTURERS

- 2.1 China Home Appliance Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Home Appliance Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Home Appliance Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Home Appliance Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Home Appliance Market Competitive Situation and Trends
 - 2.5.1 Home Appliance Market Concentration Rate
 - 2.5.2 Home Appliance Market Share of Top 3 and Top 5 Manufacturers

3 CHINA HOME APPLIANCE MANUFACTURERS PROFILES/ANALYSIS

- 3.1 Panasonic
- 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 3.1.2 Home Appliance Product Type, Application and Specification



- 3.1.2.1 Type I
- 3.1.2.2 Type II
- 3.1.3 Panasonic Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.1.4 Main Business/Business Overview
- 3.2 Samsung
- 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.2.2 119 Product Type, Application and Specification
 - 3.2.2.1 Type I
 - 3.2.2.2 Type II
- 3.2.3 Samsung 119 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.2.4 Main Business/Business Overview
- 3.3 Sharp
- 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.3.2 131 Product Type, Application and Specification
 - 3.3.2.1 Type I
 - 3.3.2.2 Type II
- 3.3.3 Sharp 131 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.3.4 Main Business/Business Overview
- 3.4 Siemens
- 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.4.2 Oct Product Type, Application and Specification
 - 3.4.2.1 Type I
 - 3.4.2.2 Type II
- 3.4.3 Siemens Oct Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.4.4 Main Business/Business Overview
- 3.5 Sony
- 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.5.2 Product Type, Application and Specification
 - 3.5.2.1 Type I
 - 3.5.2.2 Type II
- 3.5.3 Sony Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)



3.5.4 Main Business/Business Overview

3.6 LG

3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.6.2 Million USD Product Type, Application and Specification

3.6.2.1 Type I

3.6.2.2 Type II

3.6.3 LG Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.6.4 Main Business/Business Overview

3.7 TCL

3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.7.2 Electronics Product Type, Application and Specification

3.7.2.1 Type I

3.7.2.2 Type II

3.7.3 TCL Electronics Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.7.4 Main Business/Business Overview

3.8 Midea

3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.8.2 Product Type, Application and Specification

3.8.2.1 Type I

3.8.2.2 Type II

3.8.3 Midea Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.8.4 Main Business/Business Overview

3.9 Gree

3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.9.2 Product Type, Application and Specification

3.9.2.1 Type I

3.9.2.2 Type II

3.9.3 Gree Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.9.4 Main Business/Business Overview

3.10 Haier

3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.10.2 Product Type, Application and Specification



- 3.10.2.1 Type I
- 3.10.2.2 Type II
- 3.10.3 Haier Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.10.4 Main Business/Business Overview
- 3.11 Changhong
- 3.12 Daikin

4 CHINA HOME APPLIANCE CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)

- 4.1 China Home Appliance Capacity, Production and Growth (2011-2016)
- 4.2 China Home Appliance Revenue and Growth (2011-2016)
- 4.3 China Home Appliance Production, Consumption, Export and Import (2011-2016)

5 CHINA HOME APPLIANCE PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 5.1 China Home Appliance Production and Market Share by Type (2011-2016)
- 5.2 China Home Appliance Revenue and Market Share by Type (2011-2016)
- 5.3 China Home Appliance Price by Type (2011-2016)
- 5.4 China Home Appliance Production Growth by Type (2011-2016)

6 CHINA HOME APPLIANCE MARKET ANALYSIS BY APPLICATION

- 6.1 China Home Appliance Consumption and Market Share by Application (2011-2016)
- 6.2 China Home Appliance Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
 - 6.3.1 Potential Application
 - 6.3.2 Emerging Markets/Countries

7 HOME APPLIANCE MANUFACTURING COST ANALYSIS

- 7.1 Home Appliance Key Raw Materials Analysis
 - 7.1.1 Key Raw Materials
 - 7.1.2 Price Trend of Key Raw Materials
 - 7.1.3 Key Suppliers of Raw Materials
 - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
 - 7.2.1 Raw Materials



- 7.2.2 Labor Cost
- 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Home Appliance

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Home Appliance Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Home Appliance Major Manufacturers in 2015
- 8.4 Downstream Buyers

9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
 - 9.1.1 Direct Marketing
 - 9.1.2 Indirect Marketing
 - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
 - 9.2.1 Pricing Strategy
 - 9.2.2 Brand Strategy
 - 9.2.3 Target Client
- 9.3 Distributors/Traders List

10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
 - 10.1.1 Substitutes Threat
 - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

11 CHINA HOME APPLIANCE MARKET FORECAST (2016-2021)

- 11.1 China Home Appliance Capacity, Production, Revenue Forecast (2016-2021)
- 11.2 China Home Appliance Production, Import, Export and Consumption Forecast (2016-2021)
- 11.3 China Home Appliance Production Forecast by Type (2016-2021)
- 11.4 China Home Appliance Consumption Forecast by Application (2016-2021)
- 11.5 Home Appliance Price Forecast (2016-2021)



12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

Author List
Disclosure Section
Research Methodology
Data Source
China Disclaimer



List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Home Appliance

Figure China Production Market Share of Home Appliance by Type in 2015

Figure Product Picture of Type I

Table Major Manufacturers of Type I

Figure Product Picture of Type II

Table Major Manufacturers of Type II

Figure Product Picture of Type III

Table Major Manufacturers of Type III

Table Home Appliance Consumption Market Share by Application in 2015

Figure Application 1 Examples

Figure Application 2 Examples

Figure Application 3 Examples

Figure China Home Appliance Revenue (Million USD) and Growth Rate (2011-2021)

Table China Home Appliance Capacity of Key Manufacturers (2015 and 2016)

Table China Home Appliance Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Home Appliance Capacity of Key Manufacturers in 2015

Figure China Home Appliance Capacity of Key Manufacturers in 2016

Table China Home Appliance Production of Key Manufacturers (2015 and 2016)

Table China Home Appliance Production Share by Manufacturers (2015 and 2016)

Figure 2015 Home Appliance Production Share by Manufacturers

Figure 2016 Home Appliance Production Share by Manufacturers

Table China Home Appliance Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Home Appliance Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Home Appliance Revenue Share by Manufacturers

Table 2016 China Home Appliance Revenue Share by Manufacturers

Table China Market Home Appliance Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Home Appliance Average Price of Key Manufacturers in 2015

Table Manufacturers Home Appliance Manufacturing Base Distribution and Sales Area

Table Manufacturers Home Appliance Product Type

Figure Home Appliance Market Share of Top 3 Manufacturers

Figure Home Appliance Market Share of Top 5 Manufacturers

Table Panasonic Basic Information, Manufacturing Base, Sales Area and Its



Competitors

Table Panasonic Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Panasonic Home Appliance Market Share (2011-2016)

Table Samsung Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Samsung Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Samsung Home Appliance Market Share (2011-2016)

Table Sharp Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Sharp Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Sharp Home Appliance Market Share (2011-2016)

Table Siemens Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Siemens Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Siemens Home Appliance Market Share (2011-2016)

Table Sony Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Sony Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Sony Home Appliance Market Share (2011-2016)

Table LG Basic Information, Manufacturing Base, Sales Area and Its Competitors Table LG Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure LG Home Appliance Market Share (2011-2016)

Table TCL Basic Information, Manufacturing Base, Sales Area and Its Competitors Table TCL Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure TCL Home Appliance Market Share (2011-2016)

Table Midea Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Midea Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Midea Home Appliance Market Share (2011-2016)

Table Gree Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Gree Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Gree Home Appliance Market Share (2011-2016)

Table Haier Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Haier Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)



Figure Haier Home Appliance Market Share (2011-2016)

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

Table Changhong Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Changhong Home Appliance Market Share (2011-2016)

Table Daikin Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Daikin Home Appliance Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Daikin Home Appliance Market Share (2011-2016)

Figure China Home Appliance Capacity, Production and Growth (2011-2016)

Figure China Home Appliance Revenue (Million USD) and Growth (2011-2016)

Table China Home Appliance Production, Consumption, Export and Import (2011-2016)

Table China Home Appliance Production by Type (2011-2016)

Table China Home Appliance Production Share by Type (2011-2016)

Figure Production Market Share of Home Appliance by Type (2011-2016)

Figure 2015 Production Market Share of Home Appliance by Type

Table China Home Appliance Revenue by Type (2011-2016)

Table China Home Appliance Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Home Appliance by Type (2011-2016)

Figure 2015 Revenue Market Share of Home Appliance by Type

Table China Home Appliance Price by Type (2011-2016)

Figure China Home Appliance Production Growth by Type (2011-2016)

Table China Home Appliance Consumption by Application (2011-2016)

Table China Home Appliance Consumption Market Share by Application (2011-2016)

Figure China Home Appliance Consumption Market Share by Application in 2015

Table China Home Appliance Consumption Growth Rate by Application (2011-2016)

Figure China Home Appliance Consumption Growth Rate by Application (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Home Appliance

Figure Manufacturing Process Analysis of Home Appliance

Figure Home Appliance Industrial Chain Analysis

Table Raw Materials Sources of Home Appliance Major Manufacturers in 2015

Table Major Buyers of Home Appliance

Table Distributors/Traders List

Figure China Home Appliance Capacity, Production and Growth Rate Forecast (2016-2021)



Figure China Home Appliance Revenue and Growth Rate Forecast (2016-2021)
Table China Home Appliance Production, Import, Export and Consumption Forecast (2016-2021)

Table China Home Appliance Production Forecast by Type (2016-2021)

Table China Home Appliance Consumption Forecast by Application (2016-2021)



I would like to order

Product name: China Home Appliance Market Research Report 2016

Product link: https://marketpublishers.com/r/C715E229CC0EN.html

Price: US\$ 3,200.00 (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/C715E229CC0EN.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	
	Custumer 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