

# **Global Air conditioner Market Research Report 2016**

https://marketpublishers.com/r/G81A713B2CEEN.html Date: October 2016 Pages: 106 Price: US\$ 2,900.00 (Single User License) ID: G81A713B2CEEN

# Abstracts

#### Notes:

Production, means the output of Air conditioner

Revenue, means the sales value of Air conditioner

This report studies Air conditioner in Global market, especially in North America, Europe, China, Japan, Southeast Asia and India, focuses on top manufacturers in global market, with production, price, revenue and market share for each manufacturer, covering

Haier	
LG	
Panasonic	
Samsung	
Sony	
Hisense	
TCL	
Philips	
TOSHIBA	





Midea

Market Segment by Regions, this report splits Global into several key Regions, with production, consumption, revenue, market share and growth rate of Air conditioner in these regions, from 2011 to 2021 (forecast), like

North America Europe China Japan Southeast Asia

Split by product type, with production, revenue, price, market share and growth rate of each type, can be divided into

Wall-mounted Floor-standing Window type Portable Multi-VRF Chiller

Split by application, this report focuses on consumption, market share and growth rate of Air conditioner in each application, can be divided into



Home

Commercial

Others



# Contents

Global Air conditioner Market Research Report 2016

#### 1 AIR CONDITIONER MARKET OVERVIEW

- 1.1 Product Overview and Scope of Air conditioner
- 1.2 Air conditioner Segment by Type
- 1.2.1 Global Production Market Share of Air conditioner by Type in 2015
- 1.2.2 Wall-mounted
- 1.2.3 Floor-standing
- 1.2.4 Window type
- 1.2.5 Portable
- 1.2.6 Multi-VRF
- 1.2.7 Chiller
- 1.3 Air conditioner Segment by Application
  - 1.3.1 Air conditioner Consumption Market Share by Application in 2015
  - 1.3.2 Home
  - 1.3.3 Commercial
  - 1.3.4 Others
- 1.4 Air conditioner Market by Region
  - 1.4.1 North America Status and Prospect (2011-2021)
  - 1.4.2 Europe Status and Prospect (2011-2021)
  - 1.4.3 China Status and Prospect (2011-2021)
  - 1.4.4 Japan Status and Prospect (2011-2021)
  - 1.4.5 Southeast Asia Status and Prospect (2011-2021)
  - 1.4.6 India Status and Prospect (2011-2021)
- 1.5 Global Market Size (Value) of Air conditioner (2011-2021)

#### **2 GLOBAL AIR CONDITIONER MARKET COMPETITION BY MANUFACTURERS**

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



2.5.3 Mergers & Acquisitions, Expansion

# 3 GLOBAL AIR CONDITIONER PRODUCTION, REVENUE (VALUE) BY REGION (2011-2016)

3.1 Global Air conditioner Production by Region (2011-2016)

3.2 Global Air conditioner Production Market Share by Region (2011-2016)

3.3 Global Air conditioner Revenue (Value) and Market Share by Region (2011-2016)

3.4 Global Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)3.5 North America Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)

3.6 Europe Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)

3.7 China Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)

3.8 Japan Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)

3.9 Southeast Asia Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)

3.10 India Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)

## 4 GLOBAL AIR CONDITIONER SUPPLY (PRODUCTION), CONSUMPTION, EXPORT, IMPORT BY REGIONS (2011-2016)

4.1 Global Air conditioner Consumption by Regions (2011-2016)

4.2 North America Air conditioner Production, Consumption, Export, Import by Regions (2011-2016)

4.3 Europe Air conditioner Production, Consumption, Export, Import by Regions (2011-2016)

4.4 China Air conditioner Production, Consumption, Export, Import by Regions (2011-2016)

4.5 Japan Air conditioner Production, Consumption, Export, Import by Regions (2011-2016)

4.6 Southeast Asia Air conditioner Production, Consumption, Export, Import by Regions (2011-2016)

4.7 India Air conditioner Production, Consumption, Export, Import by Regions (2011-2016)

## 5 GLOBAL AIR CONDITIONER PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

5.1 Global Air conditioner Production and Market Share by Type (2011-2016)



- 5.2 Global Air conditioner Revenue and Market Share by Type (2011-2016)
- 5.3 Global Air conditioner Price by Type (2011-2016)
- 5.4 Global Air conditioner Production Growth by Type (2011-2016)

#### 6 GLOBAL AIR CONDITIONER MARKET ANALYSIS BY APPLICATION

- 6.1 Global Air conditioner Consumption and Market Share by Application (2011-2016)
- 6.2 Global Air conditioner Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
- 6.3.1 Potential Applications
- 6.3.2 Emerging Markets/Countries

#### 7 GLOBAL AIR CONDITIONER MANUFACTURERS PROFILES/ANALYSIS

7.1 Haier

7.1.1 Company Basic Information, Manufacturing Base and Its Competitors

7.1.2 Air conditioner Product Type, Application and Specification

7.1.2.1 Type I

7.1.2.2 Type II

7.1.3 Haier Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.1.4 Main Business/Business Overview

7.2 LG

7.2.1 Company Basic Information, Manufacturing Base and Its Competitors

7.2.2 Air conditioner Product Type, Application and Specification

7.2.2.1 Type I

7.2.2.2 Type II

7.2.3 LG Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.2.4 Main Business/Business Overview

7.3 Panasonic

7.3.1 Company Basic Information, Manufacturing Base and Its Competitors

7.3.2 Air conditioner Product Type, Application and Specification

7.3.2.1 Type I

7.3.2.2 Type II

7.3.3 Panasonic Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.3.4 Main Business/Business Overview

7.4 Samsung



7.4.1 Company Basic Information, Manufacturing Base and Its Competitors

7.4.2 Air conditioner Product Type, Application and Specification

7.4.2.1 Type I

7.4.2.2 Type II

7.4.3 Samsung Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.4.4 Main Business/Business Overview

7.5 Sony

7.5.1 Company Basic Information, Manufacturing Base and Its Competitors

7.5.2 Air conditioner Product Type, Application and Specification

7.5.2.1 Type I

7.5.2.2 Type II

7.5.3 Sony Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.5.4 Main Business/Business Overview

7.6 Hisense

7.6.1 Company Basic Information, Manufacturing Base and Its Competitors

7.6.2 Air conditioner Product Type, Application and Specification

7.6.2.1 Type I

7.6.2.2 Type II

7.6.3 Hisense Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.6.4 Main Business/Business Overview

7.7 TCL

7.7.1 Company Basic Information, Manufacturing Base and Its Competitors

7.7.2 Air conditioner Product Type, Application and Specification

7.7.2.1 Type I

7.7.2.2 Type II

7.7.3 TCL Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.7.4 Main Business/Business Overview

7.8 Philips

7.8.1 Company Basic Information, Manufacturing Base and Its Competitors

7.8.2 Air conditioner Product Type, Application and Specification

7.8.2.1 Type I

7.8.2.2 Type II

7.8.3 Philips Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.8.4 Main Business/Business Overview



7.9 TOSHIBA

- 7.9.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.9.2 Air conditioner Product Type, Application and Specification
- 7.9.2.1 Type I
- 7.9.2.2 Type II

7.9.3 TOSHIBA Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

- 7.9.4 Main Business/Business Overview
- 7.10 Midea
  - 7.10.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.10.2 Air conditioner Product Type, Application and Specification
  - 7.10.2.1 Type I
  - 7.10.2.2 Type II

7.10.3 Midea Air conditioner Production, Revenue, Price and Gross Margin (2015 and 2016)

7.10.4 Main Business/Business Overview

## **8 AIR CONDITIONER MANUFACTURING COST ANALYSIS**

- 8.1 Air conditioner Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Air conditioner

#### 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Air conditioner Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Air conditioner Major Manufacturers in 2015
- 9.4 Downstream Buyers

#### **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**



- 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

### 11 MARKET EFFECT FACTORS ANALYSIS

- 11.1 Technology Progress/Risk
- 11.1.1 Substitutes Threat
- 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

#### 12 GLOBAL AIR CONDITIONER MARKET FORECAST (2016-2021)

- 12.1 Global Air conditioner Production, Revenue Forecast (2016-2021)
- 12.2 Global Air conditioner Production, Consumption Forecast by Regions (2016-2021)
- 12.3 Global Air conditioner Production Forecast by Type (2016-2021)
- 12.4 Global Air conditioner Consumption Forecast by Application (2016-2021)
- 12.5 Air conditioner Price Forecast (2016-2021)

#### 13 RESEARCH FINDINGS AND CONCLUSION

#### **14 APPENDIX**

Author List Disclosure Section Research Methodology Data Source China Disclaimer



# **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Air conditioner Figure Global Production Market Share of Air conditioner by Type in 2015 Figure Product Picture of Wall-mounted Table Major Manufacturers of Wall-mounted Figure Product Picture of Floor-standing Table Major Manufacturers of Floor-standing Figure Product Picture of Window type Table Major Manufacturers of Window type **Figure Product Picture of Portable** Table Major Manufacturers of Portable Figure Product Picture of Multi-VRF Table Major Manufacturers of Multi-VRF **Figure Product Picture of Chiller** Table Major Manufacturers of Chiller Table Air conditioner Consumption Market Share by Application in 2015 Figure Home Examples Figure Commercial Examples **Figure Others Examples** Figure North America Air conditioner Revenue (Million USD) and Growth Rate (2011 - 2021)Figure Europe Air conditioner Revenue (Million USD) and Growth Rate (2011-2021) Figure China Air conditioner Revenue (Million USD) and Growth Rate (2011-2021) Figure Japan Air conditioner Revenue (Million USD) and Growth Rate (2011-2021) Figure Southeast Asia Air conditioner Revenue (Million USD) and Growth Rate (2011 - 2021)Figure India Air conditioner Revenue (Million USD) and Growth Rate (2011-2021) Figure Global Air conditioner Revenue (Million UDS) and Growth Rate (2011-2021) Table Global Air conditioner Capacity of Key Manufacturers (2015 and 2016) Table Global Air conditioner Capacity Market Share by Manufacturers (2015 and 2016) Figure Global Air conditioner Capacity of Key Manufacturers in 2015 Figure Global Air conditioner Capacity of Key Manufacturers in 2016 Table Global Air conditioner Production of Key Manufacturers (2015 and 2016) Table Global Air conditioner Production Share by Manufacturers (2015 and 2016) Figure 2015 Air conditioner Production Share by Manufacturers Figure 2016 Air conditioner Production Share by Manufacturers



Table Global Air conditioner Revenue (Million USD) by Manufacturers (2015 and 2016) Table Global Air conditioner Revenue Share by Manufacturers (2015 and 2016) Table 2015 Global Air conditioner Revenue Share by Manufacturers Table 2016 Global Air conditioner Revenue Share by Manufacturers Table Global Market Air conditioner Average Price of Key Manufacturers (2015 and 2016) Figure Global Market Air conditioner Average Price of Key Manufacturers in 2015 Table Manufacturers Air conditioner Manufacturing Base Distribution and Sales Area Table Manufacturers Air conditioner Product Type Figure Air conditioner Market Share of Top 3 Manufacturers Figure Air conditioner Market Share of Top 5 Manufacturers Table Global Air conditioner Capacity by Regions (2011-2016) Figure Global Air conditioner Capacity Market Share by Regions (2011-2016) Figure Global Air conditioner Capacity Market Share by Regions (2011-2016) Figure 2015 Global Air conditioner Capacity Market Share by Regions Table Global Air conditioner Production by Regions (2011-2016) Figure Global Air conditioner Production and Market Share by Regions (2011-2016) Figure Global Air conditioner Production Market Share by Regions (2011-2016) Figure 2015 Global Air conditioner Production Market Share by Regions Table Global Air conditioner Revenue by Regions (2011-2016) Table Global Air conditioner Revenue Market Share by Regions (2011-2016) Table 2015 Global Air conditioner Revenue Market Share by Regions Table Global Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Table North America Air conditioner Production, Revenue, Price and Gross Margin (2011 - 2016)Table Europe Air conditioner Production, Revenue, Price and Gross Margin (2011 - 2016)Table China Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Table Japan Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Table Southeast Asia Air conditioner Production, Revenue, Price and Gross Margin (2011 - 2016)Table India Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Table Global Air conditioner Consumption Market by Regions (2011-2016) Table Global Air conditioner Consumption Market Share by Regions (2011-2016) Figure Global Air conditioner Consumption Market Share by Regions (2011-2016) Figure 2015 Global Air conditioner Consumption Market Share by Regions Table North America Air conditioner Production, Consumption, Import & Export (2011 - 2016)Table Europe Air conditioner Production, Consumption, Import & Export (2011-2016)



Table China Air conditioner Production, Consumption, Import & Export (2011-2016) Table Japan Air conditioner Production, Consumption, Import & Export (2011-2016) Table Southeast Asia Air conditioner Production, Consumption, Import & Export (2011 - 2016)Table India Air conditioner Production, Consumption, Import & Export (2011-2016) Table Global Air conditioner Production by Type (2011-2016) Table Global Air conditioner Production Share by Type (2011-2016) Figure Production Market Share of Air conditioner by Type (2011-2016) Figure 2015 Production Market Share of Air conditioner by Type Table Global Air conditioner Revenue by Type (2011-2016) Table Global Air conditioner Revenue Share by Type (2011-2016) Figure Production Revenue Share of Air conditioner by Type (2011-2016) Figure 2015 Revenue Market Share of Air conditioner by Type Table Global Air conditioner Price by Type (2011-2016) Figure Global Air conditioner Production Growth by Type (2011-2016) Table Global Air conditioner Consumption by Application (2011-2016) Table Global Air conditioner Consumption Market Share by Application (2011-2016) Figure Global Air conditioner Consumption Market Share by Application in 2015 Table Global Air conditioner Consumption Growth Rate by Application (2011-2016) Figure Global Air conditioner Consumption Growth Rate by Application (2011-2016) Table Haier Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Haier Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Figure Haier Air conditioner Market Share (2011-2016) Table LG Basic Information, Manufacturing Base, Sales Area and Its Competitors Table LG Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Figure LG Air conditioner Market Share (2011-2016) Table Panasonic Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Panasonic Air conditioner Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Panasonic Air conditioner Market Share (2011-2016) Table Samsung Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Samsung Air conditioner Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Samsung Air conditioner Market Share (2011-2016)

Table Sony Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Sony Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Figure Sony Air conditioner Market Share (2011-2016)

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



Table Hisense Air conditioner Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Hisense Air conditioner Market Share (2011-2016) Table TCL Basic Information, Manufacturing Base, Sales Area and Its Competitors Table TCL Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Figure TCL Air conditioner Market Share (2011-2016) Table Philips Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Philips Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Figure Philips Air conditioner Market Share (2011-2016) Table TOSHIBA Basic Information, Manufacturing Base, Sales Area and Its Competitors Table TOSHIBA Air conditioner Production, Revenue, Price and Gross Margin (2011-2016)Figure TOSHIBA Air conditioner Market Share (2011-2016) Table Midea Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Midea Air conditioner Production, Revenue, Price and Gross Margin (2011-2016) Figure Midea Air conditioner Market Share (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 Air conditioner Figure Manufacturing Process Analysis of Air conditioner Figure Air conditioner Industrial Chain Analysis Table Raw Materials Sources of Air conditioner Major Manufacturers in 2015 Table Major Buyers of Air conditioner Table Distributors/Traders List Figure Global Air conditioner Production and Growth Rate Forecast (2016-2021) Figure Global Air conditioner Revenue and Growth Rate Forecast (2016-2021) Table Global Air conditioner Production Forecast by Regions (2016-2021) Table Global Air conditioner Consumption Forecast by Regions (2016-2021) Table Global Air conditioner Production Forecast by Type (2016-2021) Table Global Air conditioner Consumption Forecast by Application (2016-2021)



#### I would like to order

Product name: Global Air conditioner Market Research Report 2016 Product link: <u>https://marketpublishers.com/r/G81A713B2CEEN.html</u> Price: US\$ 2,900.00 (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 <u>https://marketpublishers.com/r/G81A713B2CEEN.html</u>

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 <u>https://marketpublishers.com/docs/terms.html</u>

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