

Global Hand Mixer Market Research Report 2016

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Abstracts

This report studies Hand Mixer in Global market, especially in North America, Europe, China, Japan, Taiwan and India, focuses on top manufacturers in global market, with capacity, production, price, revenue and market share for each manufacturer, covering

KitchenAid

Cuisinart

Hamilton Beach

Proctor Silex

Betty Crocker

Aicok

Epica

Vremi

Robiear

Braun

Big Boss

Bamix

Toastmaster

Better Chef

K&H Manufacturing

Magic Bullet

Philips

Sundesha

Sencor

Oster

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

North America

China

Europe

Japan

Taiwan

India

Row

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

Less than 3 speeds

3 speeds to 5 speeds

5 speed to 7 speed

7 speed to 9 speed

More than 9 speeds

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

Family

Restaurant

Shop

Others

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1 Hand Mixer Market Overview

1.1 Product Overview and Scope of Hand Mixer

A hand mixer is a hand-held mixing device. A handle is mounted over an enclosure containing the motor. The motor drives the beaters which are immersed in the food to perform the mixing action. The motor must be lightweight as it is supported by the user during use. The user may use any suitable kitchen container to hold the ingredients while mixing.

Figure Picture of Hand Mixer

Source: QYR Equipment Research Center, Dec. 2016

1.2 Hand Mixer Segment by Types

1.2.1 Global Production Market Share of Hand Mixer by Types in 2015

Figure Global Production Market Share of Hand Mixer by Types in 2015

Source: QYR Equipment Research Center, Dec. 2016

Table Classification of Hand Mixer

Types

Feature

Description

1

2

3

Source: QYR Equipment Research Center, Dec. 2016

1.2.2 Less than 3 speeds

Figure Product Picture of Less than 3 speeds

Source: QYR Equipment Research Center, Dec. 2016

Table Major Manufacturers of Less than 3 speeds

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

?

Source: Above Companies; QYR Equipment Research Center, Dec. 2016

1.2.3 3 speeds to 5 speeds

Figure Product Picture of 3 speeds to 5 speeds

Source: QYR Equipment Research Center, Dec. 2016

Table Major Manufacturers of 3 speeds to 5 speeds

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

?

Source: Above Companies; QYR Equipment Research Center, Dec. 2016

1.2.4 5 speed to 7 speed

Figure Product Picture of 5 speed to 7 speed

Source: QYR Equipment Research Center, Dec. 2016

Table Major Manufacturers of 5 speed to 7 speed

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

?

Source: Above Companies; QYR Equipment Research Center, Dec. 2016

1.2.5 7 speed to 9 speed

Figure Product Picture of 7 speed to 9 speed

Source: QYR Equipment Research Center, Dec. 2016

Table Major Manufacturers of 7 speed to 9 speed

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

?

Source: Above Companies; QYR Equipment Research Center, Dec. 2016

1.2.6 More than 9 speeds

Figure Product Picture of More than 9 speeds

Source: QYR Equipment Research Center, Dec. 2016

Table Major Manufacturers of More than 9 speeds

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

?

Source: Above Companies; QYR Equipment Research Center, Dec. 2016

1.3 Hand Mixer Segment by Applications

1.3.1 Hand Mixer Consumption Market Share by Applications in 2015

Table Hand Mixer Consumption Market Share by Applications in 2015

Source: QYR Equipment Research Center, Dec. 2016

Table Applications of Hand Mixer

Applications

Feature

Description

1

2

3

Source: QYR Equipment Research Center, Dec. 2016

1.3.2 Family

Family

Figure Family Examples

Source: QYR Equipment Research Center, Dec. 2016

1.3.3 Restaurant

Restaurant

Figure Restaurant Examples

Source: QYR Equipment Research Center, Dec. 2016

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Shop

Figure Shop Examples

Source: QYR Equipment Research Center, Dec. 2016

1.3.5 Others

Others

Figure Others Examples

Source: QYR Equipment Research Center, Dec. 2016

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Source: QYR Equipment Research Center, Dec. 2016

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Source: QYR Equipment Research Center, Dec. 2016

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Source: QYR Equipment Research Center, Dec. 2016

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Source: QYR Equipment Research Center, Dec. 2016

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Source: QYR Equipment Research Center, Dec. 2016

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Source: QYR Equipment Research Center, Dec. 2016

1.4.7 Row Status and Prospect (2011-2021)

Figure Row Hand Mixer Revenue (Million USD) and Growth Rate (2011-2021)

Source: QYR Equipment Research Center, Dec. 2016

1.5 Global Market Size (Value) of Hand Mixer (2011-2021)

Figure Global Hand Mixer Revenue (Million USD) and Growth Rate (2011-2021)

Source: QYR Equipment Research Center, Dec. 2016

2 Global Hand Mixer Market Competition by Manufacturers

2.1 Global Hand Mixer Capacity, Production and Share by Manufacturers (2015 and 2016)

Table Global Hand Mixer Capacity of Key Manufacturers (2015 and 2016)

Capacity?

2015

2016

KitchenAid

?

?

Cuisinart

?

?

Hamilton Beach

?

?

Proctor Silex

?

?

Betty Crocker

?

?

??

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Capacity Market Share of Key Manufacturers (2015 and 2016)

Capacity?

2015

2016

KitchenAid

?

?

Cuisinart

?

?

Hamilton Beach

?

?

Proctor Silex

?

?

Betty Crocker

?

?

??

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Capacity of Key Manufacturers in 2015

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Capacity of Key Manufacturers in 2016

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Production of Key Manufacturers (2015 and 2016)

Production?

2015

2016

KitchenAid

?

?

Cuisinart

?

?

Hamilton Beach

?

?

Proctor Silex

?

?

Betty Crocker

?

?

??

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Production Share by Manufacturers (2015 and 2016)

Production Share

2015

2016

KitchenAid

?

?

Cuisinart

?

?

??

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Figure 2015 Hand Mixer Production Share by Manufacturers

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Figure 2016 Hand Mixer Production Share by Manufacturers

Source: Above companies; QYR Equipment Research Center, Dec. 2016

2.2 Global Hand Mixer Revenue and Share by Manufacturers (2015 and 2016)

Table Global Hand Mixer Revenue (Million USD) by Manufacturers (2015 and 2016)

Revenue?

2015

2016

KitchenAid

?

?

Cuisinart

?

?

??

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Revenue Share by Manufacturers (2015 and 2016)

Revenue Share?

2015

2016

KitchenAid

?

?

Cuisinart

?

?

??

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table 2015 Global Hand Mixer Revenue Share by Manufacturers

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table 2016 Global Hand Mixer Revenue Share by Manufacturers

Source: Above companies; QYR Equipment Research Center, Dec. 2016

2.3 Global Hand Mixer Average Price by Manufacturers (2015 and 2016)

Table Global Market Hand Mixer Average Price of Key Manufacturers (2015 and 2016)

?

2015

2016

KitchenAid

?

?

Cuisinart

?

?

?

?

?

Total

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Figure Global Market Hand Mixer Average Price of Key Manufacturers in 2015

Source: Above companies; QYR Equipment Research Center, Dec. 2016

2.4 Manufacturers Hand Mixer Manufacturing Base Distribution, Sales Area, Product Types

Table Manufacturers Hand Mixer Manufacturing Base Distribution and Sales Area

?

Manufacturing Base Distribution

Sales Area

KitchenAid

?

Cuisinart

?

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Table Manufacturers Hand Mixer Product Types

?

Product Types

KitchenAid

?

Cuisinart

?

?

?

Source: Above companies; QYR Equipment Research Center, Dec. 2016

2.5 Hand Mixer Market Competitive Situation and Trends?

2.5.1 Hand Mixer Market Concentration Rate

2.5.2 Hand Mixer Market Share of Top 3 and Top 5 Manufacturers

Figure Hand Mixer Market Share of Top 3 Manufacturers

Source: Above companies; QYR Equipment Research Center, Dec. 2016

Figure Hand Mixer Market Share of Top 5 Manufacturers

Source: Above companies; QYR Equipment Research Center, Dec. 2016

2.5.3 Mergers & Acquisitions, Expansion

3 Global Hand Mixer Capacity, Production, Revenue (Value) by Regions (2011-2016)

3.1 Global Hand Mixer Capacity and Market Share by Regions (2011-2016)

Table Global Hand Mixer Capacity by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Capacity Market Share by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Capacity Market Share by Regions (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

Figure 2015 Global Hand Mixer Capacity Market Share by Regions

Source: QYR Equipment Research Center, Dec. 2016

3.2 Global Hand Mixer Production and Market Share by Regions (2011-2016)

Table Global Hand Mixer Production by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Production and Market Share by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Production Market Share by Regions (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

Figure 2015 Global Hand Mixer Production Market Share by Regions

Source: QYR Equipment Research Center, Dec. 2016

3.3 Global Hand Mixer Revenue (Value) and Market Share by Regions (2011-2016)

Table Global Hand Mixer Revenue by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Revenue Market Share by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Table 2015 Global Hand Mixer Revenue Market Share by Regions

Source: QYR Equipment Research Center, Dec. 2016

3.4 Global Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Table Global Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.5 North America Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Table North America Hand Mixer Capacity, Production, Revenue, Price and Gross
Margin (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.6 Europe Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Table Europe Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.7 China Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Table China Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.8 Japan Hand Mixer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Table Japan Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.9 Taiwan Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Table Taiwan Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.10 India Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Table India Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

3.11 Row Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Table Row Hand Mixer Capacity, Production, Revenue, Price and Gross Margin

(2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

4 Global Hand Mixer Supply (Production), Consumption, Export, Import by Regions

(2011-2016)

4.1 Global Hand Mixer Consumption by Regions (2011-2016)

Table Global Hand Mixer Consumption Market by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Consumption Market Share by Regions (2011-2016)

North America

Europe

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Consumption Market Share by Regions (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

Figure 2015 Global Hand Mixer Consumption Market Share by Regions

Source: QYR Equipment Research Center, Dec. 2016

4.2 North America Hand Mixer Production, Consumption, Export, Import by Regions (2011-2016)

Table North America Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

4.3 Europe Hand Mixer Production, Consumption, Export, Import by Regions (2011-2016)

Table Europe Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

4.4 China Hand Mixer Production, Consumption, Export, Import by Regions (2011-2016)

Table China Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

4.5 Japan Hand Mixer Production, Consumption, Export, Import by Regions (2011-2016)

Table Japan Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

4.6 Taiwan Hand Mixer Production, Consumption, Export, Import by Regions
(2011-2016)

Table Taiwan Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

4.7 India Hand Mixer Production, Consumption, Export, Import by Regions (2011-2016)

Table India Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

4.8 Row Hand Mixer Production, Consumption, Export, Import by Regions (2011-2016)

Table Row Hand Mixer Production, Consumption, Import & Export (2011-2016)

Production

Import

Export

Consumption

Source: QYR Equipment Research Center, Dec. 2016

5 Global Hand Mixer Production, Revenue (Value), Price Trend by Types

5.1 Global Hand Mixer Production and Market Share by Types (2011-2016)

Table Global Hand Mixer Production by Types (2011-2016)

Less than 3 speeds

3 speeds to 5 speeds

?

Total

Source: QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Production Share by Types (2011-2016)

Less than 3 speeds

3 speeds to 5 speeds

?

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Production Market Share of Hand Mixer by Types (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

Figure 2015 Production Market Share of Hand Mixer by Types

Source: QYR Equipment Research Center, Dec. 2016

5.2 Global Hand Mixer Revenue and Market Share by Types (2011-2016)

Table Global Hand Mixer Revenue by Types (2011-2016)

Less than 3 speeds

3 speeds to 5 speeds

?

Total

Source: QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Revenue Share by Types (2011-2016)

Less than 3 speeds

3 speeds to 5 speeds

?

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Production Revenue Share of Hand Mixer by Types (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

Figure 2015 Revenue Market Share of Hand Mixer by Types

Source: QYR Equipment Research Center, Dec. 2016

5.3 Global Hand Mixer Price by Type (2011-2016)

Table Global Hand Mixer Price by Types (2011-2016)

Less than 3 speeds

3 speeds to 5 speeds

?

Total

Source: QYR Equipment Research Center, Dec. 2016

5.4 Global Hand Mixer Production Growth by Type (2011-2016)

Figure Global Hand Mixer Production Growth by Type (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

6 Global Hand Mixer Market Analysis by Applications

6.1 Global Hand Mixer Consumption and Market Share by Applications (2011-2016)

Table Global Hand Mixer Consumption by Applications (2011-2016)

Family

Restaurant

?

Total

Source: QYR Equipment Research Center, Dec. 2016

Table Global Hand Mixer Consumption Market Share by Applications (2011-2016)

Family

Restaurant

?

Total

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Consumption Market Share by Applications in 2015

Source: QYR Equipment Research Center, Dec. 2016

6.2 Global Hand Mixer Consumption Growth Rate by Applications (2011-2016)

Table Global Hand Mixer Consumption Growth Rate by Applications (2011-2016)

Family

Restaurant

?

Source: QYR Equipment Research Center, Dec. 2016

Figure Global Hand Mixer Consumption Growth Rate by Applications (2011-2016)

Source: QYR Equipment Research Center, Dec. 2016

6.3 Market Drivers and Opportunities

6.3.1 Potential Applications

6.3.2 Emerging Markets/Countries

7 Global Hand Mixer Manufacturers Profiles/Analysis

7.1 KitchenAid

7.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

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

Competitors

#

Item

Description

1

Company Name

2

Website

3

Commercial Production Date of Hand Mixer

4

Manufacturing Locations of Hand Mixer

5

Hand Mixer Sales Area

6

Main Business/Business Overview

7

Contact Information

Source: KitchenAid; QYR Equipment Research Center, Dec. 2016

7.1.2 Hand Mixer Product Types, Application and Specification

7.1.2.1 Type one

7.1.2.2 Type two

7.1.3 KitchenAid Hand Mixer Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

Table KitchenAid Hand Mixer Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

?

2015

2016

Capacity

?

?

Production

?

?

Capacity Utilization Rate

?

?

Revenue

?

?

Price

?

?

Gross Profit

?

?

Cost

?

?

Gross Margin

?

?

Source: KitchenAid; QYR Equipment Research Center, Dec. 2016

Figure KitchenAid Hand Mixer Market Share (2015 and 2016)

Source: KitchenAid; QYR Equipment Research Center, Dec. 2016

7.2 Cuisinart

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

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

#

Item

Description

1

Company Name

2

Website

3

Commercial Production Date of Hand Mixer

4

Manufacturing Locations of Hand Mixer

5

Hand Mixer Sales Area

6

Main Business/Business Overview

7

Contact Information

Source: Cuisinart; QYR Equipment Research Center, Dec. 2016

7.2.2 Hand Mixer Product Types, Application and Specification

7.2.2.1 Type one

7.2.2.2 Type two

7.2.3 Cuisinart Hand Mixer Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

Table Cuisinart Hand Mixer Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

?

2015

2016

Capacity

?

?

Production

?

?

Capacity Utilization Rate

?

?

Revenue

?

?

Price

?

?

Gross Profit

?

?

Cost

?

?

Gross Margin

?

?

Source: Cuisinart; QYR Equipment Research Center, Dec. 2016

Figure Cuisinart Hand Mixer Market Share (2015 and 2016)

Source: Cuisinart; QYR Equipment Research Center, Dec. 2016

7.3 Hamilton Beach

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

Table Hamilton Beach Basic Information, Manufacturing Base, Sales Area and Its Competitors

#

Item

Description

1

Company Name

2

Website

3

Commercial Production Dat

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