

# Global Home Appliance Sales Market Report 2018

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## Abstracts

This report studies the global Home Appliance market status and forecast, categorizes the global Home Appliance market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

Home Appliance is electrical/mechanical machine which accomplish some household functions, such as cooking or cleaning. Home appliances can be classified into: major appliances, small appliances, and consumer electronics.

This division is also noticeable in the maintenance and repair of these kinds of products. Major appliances usually require high technical knowledge and skills. They get more complex with time, such as going from a soldering iron to a hot-air soldering station. While consumer electronics may need more practical skills and 'brute force' to manipulate the devices and heavy tools required to repair them.

The market of Home Appliance has experienced a steady growth over the past years, and the trend is forecasted to continue in the following decade.

Worldwide, China is the largest consumption market of Home Appliance, driven by the high consuming capacity and desire for convenient life style. The market of Asia (EX. China), etc. are also developing fast.

To Home Appliance industry, the transformation from traditional appliances to smart appliances is considered a revolutionary trend; and that's the reason why most home appliances enterprises are rushing to develop and seize market share.

The global Home Appliance market is valued at 615100 million US\$ in 2017 and will reach 849600 million US\$ by the end of 2025, growing at a CAGR of 4.1% during 2018-2025.

The major players covered in this report

Haier

Whirlpool

Midea

Panasonic

GE

SAMSUNG

SONY

LG

BSH

Hisence

Electrolux

Philips

Gree

TCL

Changhong

SKYWORTH

Meling

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Kitchen Appliances

Refrigerators

Washing Machines

Television

Air Conditioners

Others

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Cooking

Food Storage

House Maintenance

Entertainment

Cleaning

Others

The study objectives of this report are:

To analyze and study the global Home Appliance sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Home Appliance players, to study the sales, value, market

share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Home Appliance are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the

prior year has been considered.

Key Stakeholders

Home Appliance Manufacturers

Home Appliance Distributors/Traders/Wholesalers

Home Appliance Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Home Appliance market, by end-use.

Detailed analysis and profiles of additional market players.

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