

# Korea Water Heater Market Report 2016

<https://marketpublishers.com/r/K9350DAA521EN.html>

Date: November 2016

Pages: 115

Price: US\$ 3,800.00 (Single User License)

ID: K9350DAA521EN

## Abstracts

### Notes:

Sales, means the sales volume of Water Heater

Revenue, means the sales value of Water Heater

This report studies sales (consumption) of Water Heater in Korea market, focuses on the top players, with sales, price, revenue and market share for each player, covering

AO Smith Corporation

Siemens AG.

Rheem Manufacturing Co.

Venus Home Appliances Private Limited

Haier Electronics Group Co.

Venus Home Appliances Private Limited

Bajaj Electricals Ltd.

HTP Inc.

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

Solar heaters

Electric heaters

Gas and Propane heaters

Geothermal water heaters

Split by applications, this report focuses on sales, market share and growth rate of Water Heater in each application, can be divided into

Bathing

Cooking

Cleaning

Others

## Contents

### Korea Water Heater Market Report 2016

## **1 WATER HEATER OVERVIEW**

- 1.1 Product Overview and Scope of Water Heater
- 1.2 Classification of Water Heater
  - 1.2.1 Solar heaters
  - 1.2.2 Electric heaters
  - 1.2.3 Gas and Propane heaters
  - 1.2.4 Geothermal water heaters
- 1.3 Application of Water Heater
  - 1.3.1 Bathing
  - 1.3.2 Cooking
  - 1.3.3 Cleaning
  - 1.3.4 Others
- 1.4 Korea Market Size Sales (Value) and Revenue (Volume) of Water Heater (2011-2021)
  - 1.4.1 Korea Water Heater Sales and Growth Rate (2011-2021)
  - 1.4.2 Korea Water Heater Revenue and Growth Rate (2011-2021)

## **2 KOREA WATER HEATER COMPETITION BY MANUFACTURERS**

- 2.1 Korea Water Heater Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 Korea Water Heater Revenue and Share by Manufactures (2015 and 2016)
- 2.3 Korea Water Heater Average Price by Manufactures (2015 and 2016)
- 2.4 Water Heater Market Competitive Situation and Trends
  - 2.4.1 Water Heater Market Concentration Rate
  - 2.4.2 Water Heater Market Share of Top 3 and Top 5 Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion

## **3 KOREA WATER HEATER SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

- 3.1 Korea Water Heater Sales and Market Share by Type (2011-2016)
- 3.2 Korea Water Heater Revenue and Market Share by Type (2011-2016)
- 3.3 Korea Water Heater Price by Type (2011-2016)
- 3.4 Korea Water Heater Sales Growth Rate by Type (2011-2016)

## **4 KOREA WATER HEATER SALES (VOLUME) BY APPLICATION (2011-2016)**

4.1 Korea Water Heater Sales and Market Share by Application (2011-2016)

4.2 Korea Water Heater Sales Growth Rate by Application (2011-2016)

4.3 Market Drivers and Opportunities

## **5 KOREA WATER HEATER MANUFACTURERS PROFILES/ANALYSIS**

5.1 AO Smith Corporation

5.1.1 Company Basic Information, Manufacturing Base and Competitors

5.1.2 Water Heater Product Type, Application and Specification

5.1.2.1 Type I

5.1.2.2 Type II

5.1.3 AO Smith Corporation Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)

5.1.4 Main Business/Business Overview

5.2 Siemens AG.

5.2.2 Water Heater Product Type, Application and Specification

5.2.2.1 Type I

5.2.2.2 Type II

5.2.3 Siemens AG. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)

5.2.4 Main Business/Business Overview

5.3 Rheem Manufacturing Co.

5.3.2 Water Heater Product Type, Application and Specification

5.3.2.1 Type I

5.3.2.2 Type II

5.3.3 Rheem Manufacturing Co. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)

5.3.4 Main Business/Business Overview

5.4 Venus Home Appliances Private Limited

5.4.2 Water Heater Product Type, Application and Specification

5.4.2.1 Type I

5.4.2.2 Type II

5.4.3 Venus Home Appliances Private Limited Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)

5.4.4 Main Business/Business Overview

5.5 Haier Electronics Group Co.

- 5.5.2 Water Heater Product Type, Application and Specification
  - 5.5.2.1 Type I
  - 5.5.2.2 Type II
- 5.5.3 Haier Electronics Group Co. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.5.4 Main Business/Business Overview
- 5.6 Venus Home Appliances Private Limited
  - 5.6.2 Water Heater Product Type, Application and Specification
    - 5.6.2.1 Type I
    - 5.6.2.2 Type II
  - 5.6.3 Venus Home Appliances Private Limited Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.6.4 Main Business/Business Overview
- 5.7 Bajaj Electricals Ltd.
  - 5.7.2 Water Heater Product Type, Application and Specification
    - 5.7.2.1 Type I
    - 5.7.2.2 Type II
  - 5.7.3 Bajaj Electricals Ltd. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.7.4 Main Business/Business Overview
- 5.8 HTP Inc.
  - 5.8.2 Water Heater Product Type, Application and Specification
    - 5.8.2.1 Type I
    - 5.8.2.2 Type II
  - 5.8.3 HTP Inc. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.8.4 Main Business/Business Overview

## **6 WATER HEATER MANUFACTURING COST ANALYSIS**

- 6.1 Water Heater Key Raw Materials Analysis
  - 6.1.1 Key Raw Materials
  - 6.1.2 Price Trend of Key Raw Materials
  - 6.1.3 Key Suppliers of Raw Materials
  - 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
  - 6.2.1 Raw Materials
  - 6.2.2 Labor Cost
  - 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Water Heater

## **7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 7.1 Water Heater Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Water Heater Major Manufacturers in 2015
- 7.4 Downstream Buyers

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

- 8.1 Marketing Channel
  - 8.1.1 Direct Marketing
  - 8.1.2 Indirect Marketing
  - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
  - 8.2.1 Pricing Strategy
  - 8.2.2 Brand Strategy
  - 8.2.3 Target Client
- 8.3 Distributors/Traders List

## **9 MARKET EFFECT FACTORS ANALYSIS**

- 9.1 Technology Progress/Risk
  - 9.1.1 Substitutes Threat
  - 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

## **10 KOREA WATER HEATER MARKET FORECAST (2016-2021)**

- 10.1 Korea Water Heater Sales, Revenue Forecast (2016-2021)
- 10.2 Korea Water Heater Sales Forecast by Type (2016-2021)
- 10.3 Korea Water Heater Sales Forecast by Application (2016-2021)
- 10.4 Water Heater Price Forecast (2016-2021)

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

Author List  
Disclosure Section  
Research Methodology  
Data Source  
Disclaimer

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Water Heater  
Table Classification of Water Heater  
Figure Korea Sales Market Share of Water Heater by Type in 2015  
Figure Solar heaters Picture  
Figure Electric heaters Picture  
Figure Gas and Propane heaters Picture  
Figure Geothermal water heaters Picture  
Table Application of Water Heater  
Figure Korea Sales Market Share of Water Heater by Application in 2015  
Figure Bathing Examples  
Figure Cooking Examples  
Figure Cleaning Examples  
Figure Others Examples  
Figure Korea Water Heater Sales and Growth Rate (2011-2021)  
Figure Korea Water Heater Revenue and Growth Rate (2011-2021)  
Table Korea Water Heater Sales of Key Manufacturers (2015 and 2016)  
Table Korea Water Heater Sales Share by Manufacturers (2015 and 2016)  
Figure 2015 Water Heater Sales Share by Manufacturers  
Figure 2016 Water Heater Sales Share by Manufacturers  
Table Korea Water Heater Revenue by Manufacturers (2015 and 2016)  
Table Korea Water Heater Revenue Share by Manufacturers (2015 and 2016)  
Table 2015 Korea Water Heater Revenue Share by Manufacturers  
Table 2016 Korea Water Heater Revenue Share by Manufacturers  
Table Korea Market Water Heater Average Price of Key Manufacturers (2015 and 2016)  
Figure Korea Market Water Heater Average Price of Key Manufacturers in 2015  
Figure Water Heater Market Share of Top 3 Manufacturers  
Figure Water Heater Market Share of Top 5 Manufacturers  
Table Korea Water Heater Sales by Type (2011-2016)  
Table Korea Water Heater Sales Share by Type (2011-2016)  
Figure Korea Water Heater Sales Market Share by Type in 2015  
Table Korea Water Heater Revenue and Market Share by Type (2011-2016)  
Table Korea Water Heater Revenue Share by Type (2011-2016)  
Figure Revenue Market Share of Water Heater by Type (2011-2016)  
Table Korea Water Heater Price by Type (2011-2016)  
Figure Korea Water Heater Sales Growth Rate by Type (2011-2016)



Table Korea Water Heater Sales by Application (2011-2016)  
Table Korea Water Heater Sales Market Share by Application (2011-2016)  
Figure Korea Water Heater Sales Market Share by Application in 2015  
Table Korea Water Heater Sales Growth Rate by Application (2011-2016)  
Figure Korea Water Heater Sales Growth Rate by Application (2011-2016)  
Table AO Smith Corporation Basic Information List  
Table AO Smith Corporation Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure AO Smith Corporation Water Heater Sales Market Share (2011-2016)  
Table Siemens AG. Basic Information List  
Table Siemens AG. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Siemens AG. Water Heater Sales Market Share (2011-2016)  
Table Rheem Manufacturing Co. Basic Information List  
Table Rheem Manufacturing Co. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Rheem Manufacturing Co. Water Heater Sales Market Share (2011-2016)  
Table Venus Home Appliances Private Limited Basic Information List  
Table Venus Home Appliances Private Limited Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Venus Home Appliances Private Limited Water Heater Sales Market Share (2011-2016)  
Table Haier Electronics Group Co. Basic Information List  
Table Haier Electronics Group Co. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Haier Electronics Group Co. Water Heater Sales Market Share (2011-2016)  
Table Venus Home Appliances Private Limited Basic Information List  
Table Venus Home Appliances Private Limited Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Venus Home Appliances Private Limited Water Heater Sales Market Share (2011-2016)  
Table Bajaj Electricals Ltd. Basic Information List  
Table Bajaj Electricals Ltd. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Bajaj Electricals Ltd. Water Heater Sales Market Share (2011-2016)  
Table HTP Inc. Basic Information List  
Table HTP Inc. Water Heater Sales, Revenue, Price and Gross Margin (2011-2016)  
Table HTP Inc. Water Heater Sales 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 Water Heater

Figure Manufacturing Process Analysis of Water Heater

Figure Water Heater Industrial Chain Analysis

Table Raw Materials Sources of Water Heater Major Manufacturers in 2015

Table Major Buyers of Water Heater

Table Distributors/Traders List

Figure Korea Water Heater Production and Growth Rate Forecast (2016-2021)

Figure Korea Water Heater Revenue and Growth Rate Forecast (2016-2021)

Table Korea Water Heater Production Forecast by Type (2016-2021)

Table Korea Water Heater Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: Korea Water Heater Market Report 2016

Product link: <https://marketpublishers.com/r/K9350DAA521EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K9350DAA521EN.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