

Research Report on Chinese Household Appliance Export, 2009-2010



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Household appliances usually include electric fan, air conditioner, refrigerator, household electric apparatus, DVD player, washing machine, microwave oven and TV, etc. With the development of Chinese economy and the improvement in the household appliance technologies and residents' income, the upgrading of products in Chinese household appliance market is being accelerated and the demand for household appliances also rises. The improvement in the production, export and consumption of Chinese household appliances is not only manifested in the quantity but also in the brand, service, product and technology, etc. The overall competence of Chinese household appliance industry is enhanced; the industry chain is under perfection; the three major household appliance industrial bases in Chinese economically-developed Yangtze River Delta, Pearl River Delta and Bohai Bay Rim are continuously developing; those new household appliance industrial bases in Central and West China such as Wuhan are emerging.

China is gradually becoming the world household appliance manufacture center with a group of internationally competitive enterprises such as Haier, Hisense and Gree. These enterprises are making great efforts to expand overseas markets through establishing sales networks and plants in Europe, USA, etc. However, there is also blind expansion among Chinese household appliance enterprises, leading to the overcapacity, vicious competition and the profit decline in Chinese household appliance industry.

In 2009, TV became the largest export category in Chinese household appliances. The export volume and value of Chinese TV reached 55.64 million and USD 10.76 billion, growing by 8.3% YOY and 1.7% YOY respectively. In 2009, the export volume and value of Chinese air conditioner amounted to 28.07 million and USD 5.14 billion, dropping by 27.5% YOY and 27.8% YOY separately. In 2009, the export volume and value of Chinese washing machine totaled 13.86 million and USD 1.73 billion, reducing by 6.1% YOY and 9.9% YOY respectively. In 2009, the export volume and value of Chinese refrigerator reached 23.65 million and USD 3.00 billion, falling by 4.9% YOY and 3.6% YOY respectively.

China has become the world largest household appliance manufacture base. The production of air conditioner, washing machine, refrigerator and color TV made in China accounts for about 80%, over 30%, over 40% and over 40% in the world separately. China has the superior advantage of the complete household appliance supporting industry chain. It is forecast that Chinese household appliance export will gradually restore in 2010.

Through this report, readers can acquire more information:

- Chinese household appliance export, 2009
- Problems of Chinese household appliance export
- Major household appliance enterprises in China and their operation
- Driving factors for Chinese household appliance export
- Prediction on the export trend of Chinese household appliance industry, 2010-2011
- Contacts of major household appliance export enterprises in China

Following persons are recommended to buy this report:

- Household appliance manufacturers

- Household import and export enterprises
- Research institutes concerning Chinese household appliance industry
- Investors concerning Chinese household appliance industry
- Others concerning Chinese household appliance industry

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