

# **Global Consumer Electronics and Appliances Market, By Type (Audio Visual Equipment, Home Appliances, Kitchen Appliances, Personal Care Appliances), By Application (Residential and Commercial), By Distribution Channel (Electronic and Specialty Retailers, Hypermarket/ Supermarket, Online Channels and Others), Competition Forecast & Opportunities, 2026**

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## **Abstracts**

Global consumer electronics and appliances market is expected to reach upto USD1344.50 billion by the end of 2026, growing at a CAGR of 5.25%, during the forecast period, owing to continuous change in consumer preference, increasing innovation in existing products, and rising disposable purchasing power, and rapid urbanization. Some of the challenges faced by the industry include energy efficiency demand, the shift towards eco-friendly products, immediate shifts in demand and innovation of new technologies and quality control. All these factors are expected to hamper the growth of the market.

On the basis of type, the market is divided into audio visual equipment, home appliances, kitchen appliances and personal care appliances, among which the audio-visual appliances segment is having the largest share of approximately 65% in the consumer electronics market. This is due to the rising demand for technology-driven products like smart Television, Laptop, Smartphones, Speakers, Smartwatch, Earphones/Headphones. The factors like continuous launch of new software products, and constant upgradation to the technologies are anticipating the growth of the segment.

On the basis of application, the market is bifurcated into residential and commercial, out of which the commercial segment represents almost 30% of the global consumer electronics and appliances market, showing a faster growth rate in the upcoming years considering the increasing number of business segments. However, the residential segments hold the largest market share across the globe. As the number of nuclear family is increasing, the demand for appliances (like washing machine, air conditioners, refrigerators, and others) is surging because it saves time in household work, that also leads to enhancement of overall standard of living.

It is always the electronic and specialty retailers that contribute to the largest market share in terms of the distribution channels. But post COVID-19, the electronic and specialty retail segment has seen a downfall in its overall market sales. As people are more concerned about their safety, they are not comfortable purchasing products from retail stores and instead prefer buying electronic products through online channels, which provide huge discounts.

In terms of region, the global consumer electronics and appliances market is divided into North America, Europe, Asia-Pacific, South America, and Middle East & Africa. As a country, it is the United States which occupies the largest market share of electronics and appliances market, and in the upcoming years is expected to maintain the first position considering the current market share and historical growth. But among the regions, Asia-Pacific dominates the market owing to factors like rising population, increasing disposable income. The region is expected to hold up to 37% market share of the consumer electronics and appliances market in the forecast period, which is the highest market contribution globally, whereas North America and Europe are expected to remain the stable markets.

Today, the consumer electronics and appliances market has become an attractive destination for investments and several large multinational companies are entering this market. Some of the major companies are Apple Inc., Huawei Technologies Co., Ltd., Samsung Electronics Co., Ltd., Midea Group Co., Ltd., LG Electronics Inc., Xiaomi Corporation, Panasonic Corporation, Whirlpool Corporation, Sony Group Corporation, AB Electrolux, Hitachi, Ltd., and Koninklijke Philips N.V. The global consumer electronics and appliances market is majorly held by various multinational brands supported by local and international suppliers.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022–2026

#### Objective of the Study:

To analyze the historical growth in the market size of global consumer electronics and appliances market from 2016 to 2020.

To estimate and forecast the market size of global consumer electronics and appliances market from 2021 to 2026 and growth rate until 2026.

To classify and forecast global consumer electronics and appliances market based on by type, by application, by distribution channel, company, and region.

To identify dominant region or segment in the global consumer electronics and appliances market.

To identify drivers and challenges for global consumer electronics and appliances market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global consumer electronics and appliances market.

To identify and analyze the profile of leading players operating in global consumer electronics and appliances market.

To identify key sustainable strategies adopted by market players in global consumer electronics and appliances market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the

Globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distributors, and presence of all major players across the country.

TechSci Research calculated the market size of the global consumer electronics and appliances market using a bottom-up approach, wherein data for the various end-user segment was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Manufacturers, distributors, and end-users

Market research and consulting firms

Government bodies such as regulating authorities and policymakers.

Organizations, forums and alliances related to consumer electronics and appliances.

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, Global Consumer electronics and appliances market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Global Consumer Electronics and Appliances Market, By Type:

*Global Consumer Electronics and Appliances Market, By Type (Audio Visual Equipment, Home Appliances, Kitchen A...*

Audio Visual Equipment (Television, Laptop, Smartphones, Speakers, Smartwatch, Earphones/Headphones, etc.)

Home Appliances (Refrigerator, Washing Machine, Air Conditioners, Air Purifier, etc.)

Kitchen Appliances (Dishwasher, Microwave, Ovens, Electric Kettle, Blender, etc.)

Personal Care Appliances (Shavers, Trimmers, Hair Dryers, Straighteners, etc.)

Global Consumer Electronics and Appliances Market, By Application:

Residential

Commercial

Global Consumer Electronics and Appliances Market, By Distribution Channel:

Electronic and Specialty Retailers

Hypermarket/ Supermarket

Online Channels

Others (Institutional Stores, etc.)

Global Consumer Electronics and Appliances Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Spain

Russia

South America

Brazil

Argentina

Colombia

Middle East and Africa

UAE

Saudi Arabia

Qatar

## South Africa

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in global consumer electronics and appliances market.

### Available Customizations:

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

### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

### **2. RESEARCH METHODOLOGY**

### **3. IMPACT OF COVID-19 ON GLOBAL CONSUMER ELECTRONICS AND APPLIANCES MARKET**

### **4. EXECUTIVE SUMMARY**

### **5. VOICE OF CUSTOMER**

5.1. Factors Affecting Purchase Decision

5.2. Brand Awareness

5.3. Challenges Post-Purchase

5.4. Preferred Distribution Channel

### **6. GLOBAL CONSUMER ELECTRONICS AND APPLIANCES MARKET OUTLOOK**

6.1. Market Size and Forecast-

6.1.1. By Value

6.2. Market Share and Forecast

6.2.1. By Type (Audio Visual Equipment, Home Appliances, Kitchen Appliances, and Personal Care Appliances)

6.2.2. By Application (Residential and Commercial)

6.2.3. By Distribution Channel (Electronic and Specialty Retailers, Hypermarket/ Supermarket, Online Channels, and Others)

6.2.4. By Region

6.2.5. By Company (2020)

6.3. Market Map

### **7. ASIA-PACIFIC CONSUMER ELECTRONICS AND APPLIANCES MARKET OUTLOOK**

7.1. Market Size and Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type



- 7.2.2. By Application
- 7.2.3. By Distribution Channel
- 7.2.4. By Country
- 7.3. China Consumer Electronics and Appliances Market Outlook
  - 7.3.1. Market Size and Forecast
    - 7.3.1.1. By Value
  - 7.3.2. Market Share and Forecast
    - 7.3.2.1. By Type
    - 7.3.2.2. By Application
    - 7.3.2.3. By Distribution Channel
- 7.4. India Consumer Electronics and Appliances Market Outlook
  - 7.4.1. Market Size and Forecast
    - 7.4.1.1. By Value
  - 7.4.2. Market Share and Forecast
    - 7.4.2.1. By Type
    - 7.4.2.2. By Application
    - 7.4.2.3. By Distribution Channel
- 7.5. Japan Consumer Electronics and Appliances Market Outlook
  - 7.5.1. Market Size and Forecast
    - 7.5.1.1. By Value
  - 7.5.2. Market Share and Forecast
    - 7.5.2.1. By Type
    - 7.5.2.2. By Application
    - 7.5.2.3. By Distribution Channel
- 7.6. South Korea Consumer Electronics and Appliances Market Outlook
  - 7.6.1. Market Size and Forecast
    - 7.6.1.1. By Value
  - 7.6.2. Market Share and Forecast
    - 7.6.2.1. By Type
    - 7.6.2.2. By Application
    - 7.6.2.3. By Distribution Channel
- 7.7. Australia Consumer Electronics and Appliances Market Outlook
  - 7.7.1. Market Size and Forecast
    - 7.7.1.1. By Value
  - 7.7.2. Market Share and Forecast
    - 7.7.2.1. By Type
    - 7.7.2.2. By Application
    - 7.7.2.3. By Distribution Channel

## **8. NORTH AMERICA CONSUMER ELECTRONICS AND APPLIANCES MARKET OUTLOOK**

### 8.1. Market Size and Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Type

#### 8.2.2. By Application

#### 8.2.3. By Distribution Channel

#### 8.2.4. By Country

### 8.3. United States Consumer Electronics and Appliances Market Outlook

#### 8.3.1. Market Size and Forecast

##### 8.3.1.1. By Value

#### 8.3.2. Market Share and Forecast

##### 8.3.2.1. By Type

##### 8.3.2.2. By Application

##### 8.3.2.3. By Distribution Channel

### 8.4. Canada Consumer Electronics and Appliances Market Outlook

#### 8.4.1. Market Size and Forecast

##### 8.4.1.1. By Value

#### 8.4.2. Market Share and Forecast

##### 8.4.2.1. By Type

##### 8.4.2.2. By Application

##### 8.4.2.3. By Distribution Channel

### 8.5. Mexico Consumer Electronics and Appliances Market Outlook

#### 8.5.1. Market Size and Forecast

##### 8.5.1.1. By Value

#### 8.5.2. Market Share and Forecast

##### 8.5.2.1. By Type

##### 8.5.2.2. By Application

##### 8.5.2.3. By Distribution Channel

## **9. EUROPE CONSUMER ELECTRONICS AND APPLIANCES MARKET OUTLOOK**

### 9.1. Market Size and Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Type

#### 9.2.2. By Application

- 9.2.3. By Distribution Channel
- 9.2.4. By Country
- 9.3. Germany Consumer Electronics and Appliances Market Outlook
  - 9.3.1. Market Size and Forecast
    - 9.3.1.1. By Value
  - 9.3.2. Market Share and Forecast
    - 9.3.2.1. By Type
    - 9.3.2.2. By Application
    - 9.3.2.3. By Distribution Channel
- 9.4. United Kingdom Consumer Electronics and Appliances Market Outlook
  - 9.4.1. Market Size and Forecast
    - 9.4.1.1. By Value
  - 9.4.2. Market Share and Forecast
    - 9.4.2.1. By Type
    - 9.4.2.2. By Application
    - 9.4.2.3. By Distribution Channel
- 9.5. France Consumer Electronics and Appliances Market Outlook
  - 9.5.1. Market Size and Forecast
    - 9.5.1.1. By Value
  - 9.5.2. Market Share and Forecast
    - 9.5.2.1. By Type
    - 9.5.2.2. By Application
    - 9.5.2.3. By Distribution Channel
- 9.6. Spain Consumer Electronics and Appliances Market Outlook
  - 9.6.1. Market Size and Forecast
    - 9.6.1.1. By Value
  - 9.6.2. Market Share and Forecast
    - 9.6.2.1. By Type
    - 9.6.2.2. By Application
    - 9.6.2.3. By Distribution Channel
- 9.7. Russia Consumer Electronics and Appliances Market Outlook
  - 9.7.1. Market Size and Forecast
    - 9.7.1.1. By Value
  - 9.7.2. Market Share and Forecast
    - 9.7.2.1. By Type
    - 9.7.2.2. By Application
    - 9.7.2.3. By Distribution Channel

## **10. SOUTH AMERICA CONSUMER ELECTRONICS AND APPLIANCES MARKET**

## **OUTLOOK**

- 10.1. Market Size and Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type
  - 10.2.2. By Application
  - 10.2.3. By Distribution Channel
  - 10.2.4. By Country
- 10.3. Brazil Consumer Electronics and Appliances Market Outlook
  - 10.3.1. Market Size and Forecast
    - 10.3.1.1. By Value
  - 10.3.2. Market Share and Forecast
    - 10.3.2.1. By Type
    - 10.3.2.2. By Application
    - 10.3.2.3. By Distribution Channel
- 10.4. Argentina Consumer Electronics and Appliances Market Outlook
  - 10.4.1. Market Size and Forecast
    - 10.4.1.1. By Value
  - 10.4.2. Market Share and Forecast
    - 10.4.2.1. By Type
    - 10.4.2.2. By Application
    - 10.4.2.3. By Distribution Channel
- 10.5. Colombia Consumer Electronics and Appliances Market Outlook
  - 10.5.1. Market Size and Forecast
    - 10.5.1.1. By Value
  - 10.5.2. Market Share and Forecast
    - 10.5.2.1. By Type
    - 10.5.2.2. By Application
    - 10.5.2.3. By Distribution Channel

## **11. MIDDLE EAST & AFRICA CONSUMER ELECTRONICS AND APPLIANCES MARKET OUTLOOK**

- 11.1. Market Size and Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Type
  - 11.2.2. By Application

- 11.2.3. By Distribution Channel
- 11.2.4. By Country
- 11.3. UAE Consumer Electronics and Appliances Market Outlook
  - 11.3.1. Market Size and Forecast
    - 11.3.1.1. By Value
  - 11.3.2. Market Share and Forecast
    - 11.3.2.1. By Type
    - 11.3.2.2. By Application
    - 11.3.2.3. By Distribution Channel
- 11.4. Saudi Arabia Consumer Electronics and Appliances Market Outlook
  - 11.4.1. Market Size and Forecast
    - 11.4.1.1. By Value
  - 11.4.2. Market Share and Forecast
    - 11.4.2.1. By Type
    - 11.4.2.2. By Application
    - 11.4.2.3. By Distribution Channel
- 11.5. Qatar Consumer Electronics and Appliances Market Outlook
  - 11.5.1. Market Size and Forecast
    - 11.5.1.1. By Value
  - 11.5.2. Market Share and Forecast
    - 11.5.2.1. By Type
    - 11.5.2.2. By Application
    - 11.5.2.3. By Distribution Channel
- 11.6. South Africa Consumer Electronics and Appliances Market Outlook
  - 11.6.1. Market Size and Forecast
    - 11.6.1.1. By Value
  - 11.6.2. Market Share and Forecast
    - 11.6.2.1. By Type
    - 11.6.2.2. By Application
    - 11.6.2.3. By Distribution Channel

## **12. MARKET DYNAMICS**

- 12.1. Drivers
- 12.2. Challenges

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Competition Benchmarking
- 14.2. Company Profiles (Leading companies)
  - 14.2.1. Apple Inc.,
  - 14.2.2. Huawei Technologies Co., Ltd.
  - 14.2.3. Samsung Electronics Co., Ltd.
  - 14.2.4. Midea Group Co., Ltd.
  - 14.2.5. LG Electronics Inc.
  - 14.2.6. Xiaomi Corporation
  - 14.2.7. Panasonic Corporation
  - 14.2.8. Whirlpool Corporation
  - 14.2.9. Sony Group Corporation
  - 14.2.10. AB Electrolux

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 2: Global Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 3: Global Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 4: Global Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 5: Global Consumer Electronics and Appliances Market Share, By Company, 2020

Figure 6: Global Consumer Electronics and Appliances Market Share, By Region, By Value, 2020 & 2026F

Figure 7: Global Consumer Electronics and Appliances Market Map, By Type Market Size (USD Billion) & Growth Rate (%), 2020

Figure 8: Global Consumer Electronics and Appliances Market Map, By Application Market Size (USD Billion) & Growth Rate (%), 2020

Figure 9: Global Consumer Electronics and Appliances Market Map, By Distribution Channel Market Size (USD Billion) & Growth Rate (%), 2020

Figure 10: Global Consumer Electronics and Appliances Market Map, By Region Market Size (USD Billion) & Growth Rate (%), 2020

Figure 11: Asia-Pacific Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 12: Asia-Pacific Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 13: Asia-Pacific Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 14: Asia-Pacific Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 15: Asia-Pacific Consumer Electronics and Appliances Market Share, By Country, 2016-2026F

Figure 16: China Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 17: China Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 18: China Consumer Electronics and Appliances Market Share, By Application,

By Value, 2016-2026F

Figure 19: China Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 20: India Consumer Electronics and Appliances Market Size, By Value (USD Billion) 2016-2026F

Figure 21: India Consumer Electronics and Appliances Market Share, By Type, By Value, 2016- 2026F

Figure 22: India Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 23: India Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 24: Japan Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 25: Japan Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 26: Japan Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 27: Japan Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 28: South Korea Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 29: South Korea Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 30: South Korea Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 31: South Korea Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 32: Australia Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 33: Australia Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 34: Australia Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 35: Australia Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 36: North America Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 37: North America Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F



Figure 38: North America Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 39: North America Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 40: North America Consumer Electronics and Appliances Market Share, By Country, 2016-2026F

Figure 41: United States Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 42: United States Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 43: United States Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 44: United States Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 45: Canada Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 46: Canada Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 47: Canada Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 48: Canada Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 49: Mexico Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 50: Mexico Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 51: Mexico Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 52: Mexico Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 53: Europe Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 54: Europe Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 55: Europe Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 56: Europe Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 57: Europe Consumer Electronics and Appliances Market Share, By Country,

2016-2026F

Figure 58: Germany Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 59: Germany Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 60: Germany Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 61: Germany Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 62: United Kingdom Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 63: United Kingdom Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 64: United Kingdom Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 65: United Kingdom Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 66: France Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 67: France Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 68: France Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 69: France Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 70: Spain Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016- 2026F

Figure 71: Spain Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 72: Spain Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 73: Spain Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 74: Russia Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 75: Russia Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 76: Russia Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

- Figure 77: Russia Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 78: South America Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F
- Figure 79: South America Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F
- Figure 80: South America Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F
- Figure 81: South America Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 82: South America Consumer Electronics and Appliances Market Share, By Country, 2016-2026F
- Figure 83: Brazil Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F
- Figure 84: Brazil Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F
- Figure 85: Brazil Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F
- Figure 86: Brazil Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 87: Argentina Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F
- Figure 88: Argentina Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F
- Figure 89: Argentina Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F
- Figure 90: Argentina Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 91: Colombia Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F
- Figure 92: Colombia Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F
- Figure 93: Colombia Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F
- Figure 94: Colombia Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 95: Middle East & Africa Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F
- Figure 96: Middle East & Africa Consumer Electronics and Appliances Market Share, By

Type, By Value, 2016-2026F

Figure 97: Middle East & Africa Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 98: Middle East & Africa Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 99: Middle East & Africa Consumer Electronics and Appliances Market Share, By Country, 2016-2026F

Figure 100: UAE Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 101: UAE Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 102: UAE Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 103: UAE Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 104: Saudi Arabia Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 105: Saudi Arabia Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 106: Saudi Arabia Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 107: Saudi Arabia Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 108: Qatar Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 109: Qatar Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 110: Qatar Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 111: Qatar Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 112: South Africa Consumer Electronics and Appliances Market Size, By Value, (USD Billion) 2016-2026F

Figure 113: South Africa Consumer Electronics and Appliances Market Share, By Type, By Value, 2016-2026F

Figure 114: South Africa Consumer Electronics and Appliances Market Share, By Application, By Value, 2016-2026F

Figure 115: South Africa Consumer Electronics and Appliances Market Share, By Distribution Channel, By Value, 2016-2026F

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