

Consumer Appliances in China

Market Direction | 2022-11-21 | 125 pages | Euromonitor

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Report description:

2022 has been a tough year for consumer appliances in China, with retail volume sales set to drop in almost all categories, resulting in an overall trend of decline. The negative pattern expected in 2022 mirrors that of 2020, when the COVID-19 pandemic first hit China and the world, albeit to a slightly milder degree. As the Omicron variant spread across the country, the ebb and flow of tightened pandemic restrictions seriously undermined consumers' capacity to spend and confidence in spending o...

Euromonitor International's Consumer Appliances in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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