

Hisense Group in Consumer Appliances (World)

Global Strategy | 2022-12-13 | 28 pages | Euromonitor

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Report description:

Hisense Group has maintained sales since the pandemic's peak due to pent-up demand for big appliances. Even though inflation is rising very quickly, the company will keep making appliances for consumers at reasonable prices, as there is significant demand globally, and economies of scale will protect it from the worst effects of inflation. Hisense Group's joint ventures and M&As will assist the company in maintaining its current foothold in Asia Pacific, as well as in expanding globally.

Euromonitor International's Hisense Group in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

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