

Consumer Appliances in China

Market Direction | 2023-11-24 | 125 pages | Euromonitor

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Report description:

2022 witnessed a mid-single-digit decline in retail volume sales of consumer appliances due to the resurgence of COVID-19, and it is expected that the retail volume decline will continue, although at a slower rate, in 2023. 2023 has seen consumer appliances in China go through a slow recovery as the country opens up and starts to regain momentum in terms of economic development after the COVID-19 pandemic. While before the Chinese Lunar New Year much of the country was in paralysis, as many peop...

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 2018-2022, 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 2027 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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