

Vacuum Cleaners in China: Consumer Trends, Brand Strategies, and Innovation

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Report description:

The Chinese vacuum cleaner market is the most competitive and innovative. Brands are known to launch two new models a year, trying to out-innovate each other. These brands are now at the leading edge of technological innovation in self-cleaning wet and dry vacuum cleaners. Read this briefing to find out more about how these brands are revolutionising the vacuum cleaner industry.

Euromonitor International's Vacuum Cleaners in China: Consumer Trends, Brand Strategies, and Innovation global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts 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.

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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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