

**Consumer Appliances in China**

Market Direction | 2024-11-19 | 133 pages | Euromonitor

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**Report description:**

In 2024, consumer appliances in China has been experiencing nuanced dynamics, characterised by an expected modest retail current value increase of 1%, juxtaposed with a 1% decline in retail volume terms. This scenario has been shaped by several trends, including diminished consumer demand, deflationary pressures, escalating costs, and a strategic pivot towards international markets.

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 2019-2023, 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 2028 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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## Table of Contents:

Consumer Appliances in China

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### List Of Contents And Tables

#### CONSUMER APPLIANCES IN CHINA

##### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

##### MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

##### MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 4 Sales of Consumer Appliances by Category: Value 2019-2024

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 11 □Sales of Small Appliances by Category: Volume 2019-2024

Table 12 □Sales of Small Appliances by Category: Value 2019-2024

Table 13 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 14 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 15 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 16 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 17 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 18 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 19 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 29 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 30 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

## Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

#### Summary 1 Research Sources

### REFRIGERATION APPLIANCES IN CHINA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Little movement for refrigeration appliances amidst economic downturn and government incentives

Premiumisation due to rising costs and shifting corporate strategies

Competitive strategies due to shrinking domestic demand and rising costs

#### PROSPECTS AND OPPORTUNITIES

Continued growth, and offering different features as consumer requirements change

Incorporation of AI in refrigeration appliances

Replacement incentives and circular refrigeration appliances

#### CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

### HOME LAUNDRY APPLIANCES IN CHINA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Small rise in sales for home laundry appliances

Shifting consumer preference, with the rise of large and mini washing machines

Competitive dynamics in automatic washing machines

#### PROSPECTS AND OPPORTUNITIES

Revolutionising home laundry appliances with integration, innovation, and blurred definitions

Functional segmentation and collaborative strategies

Personalised products through tailor-made AI and stylish exterior design

## CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 66 Production of Home Laundry Appliances: Total Volume 2019-2024

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

## DISHWASHERS IN CHINA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Resilient growth of dishwashers despite real estate pressures

Consumer preference for large capacity dishwashers drives sales

Slow price growth due to competition and inflation

### PROSPECTS AND OPPORTUNITIES

Low penetration rate and technological innovation by local brands to fuel steady growth

Centralisation and technological prowess to drive the competition in dishwashers

Strategic partnerships and servitisation in dishwashers

## CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024

Table 72 Sales of Dishwashers by Category: Value 2019-2024

Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024

Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024

Table 75 Sales of Dishwashers by Format: % Volume 2019-2024

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024

Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024

Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024

Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024

Table 80 Production of Dishwashers: Total Volume 2019-2024

Table 81 Forecast Sales of Dishwashers by Category: Volume 2024-2029

Table 82 Forecast Sales of Dishwashers by Category: Value 2024-2029

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

## LARGE COOKING APPLIANCES IN CHINA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Continued path to recovery thanks to the revitalisation of cooker hoods and built-in hobs

Struggle of range cookers amidst property market slump and consumer apathy

Exploring the quality-price balance in large cooking appliances

#### PROSPECTS AND OPPORTUNITIES

Education will communicate the benefits of large cooking appliances to consumers

Advances in health-oriented technologies in large cooking appliances

Built-in hobs with smarter algorithms and stronger output

#### CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

#### MICROWAVES IN CHINA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Microwaves continues to experience competition and price sensitivity

Shifts in consumption patterns and product premiumisation

Microwaves dominated by Midea and Galanz

#### PROSPECTS AND OPPORTUNITIES

Intelligence and multifunctionality will be increasingly important in microwaves

However, simplicity may appeal to some consumers

Personalised designs to meet consumers' aesthetic needs

#### CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

Table 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

## FOOD PREPARATION APPLIANCES IN CHINA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Food preparation appliances sees a drop in volume sales and unit price in 2024

Joyoung maintains its lead in food preparation appliances

Food preparation appliances sees increasing concentration

### PROSPECTS AND OPPORTUNITIES

Food preparation appliances expected to maintain its declining trend

Smart and small likely to be the future of food preparation appliances

Share of volume sales via e-commerce expected to continue rising

### CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

## SMALL COOKING APPLIANCES IN CHINA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Overall volume decline, with varying performances across categories

Healthy and convenient cooking is the leading trend

Local brands perform well in espresso coffee machines

### PROSPECTS AND OPPORTUNITIES

Unit prices set to decrease in some categories to boost volume sales, while overall volume sales are expected to decline

Robot stir fryers in the very early stages of development and require long-term observation

Top three brands likely to continue to dominate, but opportunities will remain for smaller brands

### CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

## VACUUM CLEANERS IN CHINA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Upright and robotic vacuum cleaners set to perform well in 2024

Continuous innovation in vacuum cleaners

Ecovacs continues to lead robotic vacuum cleaners, but its share is expected to decline in 2024

### PROSPECTS AND OPPORTUNITIES

Steady growth in vacuum cleaners, with increased penetration expected

The popularity of pets may provide new opportunities for vacuum cleaners

Rising number of multifunctional products expected, but cleaning efficacy should be the priority

### CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

## PERSONAL CARE APPLIANCES IN CHINA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume sales of personal care appliances return to decline in 2024

The popularity of high-speed hair dryers and product development support the strong growth of hair care appliances

Other personal care appliances experiences a double-digit decline

### PROSPECTS AND OPPORTUNITIES

Personal care appliances expected to return to volume growth

Brands from small cooking appliances and food preparation appliances enter personal care appliances

More personal care appliances likely to be intelligent

### CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

AIR TREATMENT PRODUCTS IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intensified price war in air conditioners due to weak demand

Stable slow growth for humidifiers and dehumidifiers, and decline for air purifiers

Competitive strategies and innovations in air conditioners

PROSPECTS AND OPPORTUNITIES

AI creates opportunities for profit enhancement

Growing popularity of scenario-based air treatment products

Global expansion of Chinese air conditioner brands

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 168 Sales of Air Treatment Products by Category: Value 2019-2024

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 174 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 175 Production of Air Conditioners: Total Volume 2019-2024

Table 176 □Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 177 □Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 178 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 179 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

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