

## **Midea Group Co Ltd in Consumer Appliances**

Global Strategy | 2024-11-20 | 36 pages | Euromonitor

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### **Report description:**

Midea is the leading player in the global consumer appliances market, with top three places in a number of categories, including leading air treatment products and microwaves. The Chinese company is also one of the main drivers of the smart home trend, launching AI-driven products in both consumer appliances and beyond. One area it could look to improve on is continuing to lessen its dependence on its home market, targeting dynamic countries in Asia as well as other parts of the world.

Euromonitor International's Midea Group Co Ltd in Consumer Appliances 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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