

# Home Appliance Manufacturers - World

## Market Analysis – 2015-2020 Trends – Corporate Strategies

*Publication date: March 2015*

**Exclusive extracts from this 213 page-long report:**

**- What is the business?**

The home appliance industry consists of cooking appliances, refrigeration, laundry appliances, home comfort appliances, and others [...]

**- Who are the key players?**

The industry is capital intensive and fragmented as thousands of players are competing with each other to uphold their place in the market, particularly in the small domestic appliance market [...]

Companies analysed in the report include: WHIRLPOOL, TOSHIBA, SAMSUNG, PHILIPS, MIELE, MIDEA, LG, INDESIT, HAIER QINGDAO, GENERAL ELECTRIC, ELECTROLUX, BSH, ARCELIK.

**- How intense is competition?**

Competition is becoming fiercer in the home appliance industry. The emergence of new factors and macroeconomic changes, such as the rising commodity prices volatility, the economic uncertainty on some important mature markets and the possible reduction of government stimulus packages, will put pressure to rise sales and profits in an industry characterised for its high retailer concentration, low-product differentiation and a market price-elasticity of demand.

**- What are the main markets?**

The home appliance industry in China, India, Turkey and other large developing markets is growing fast as key variables impacting the market's performance such as household expenditure, housing market trends and demographics continue to rise. Furthermore, after a period of strained household expenditure following the financial crisis, the US and some other large industrialised economies in Europe have started showing signs of recuperation.

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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Analyst, Xerfi Global

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