

Haier Group in Consumer Appliances

July 2023

Table of Contents

INTRODUCTION

Scope Executive summary

STATE OF PLAY

Top companies at a glance: Haier ranks second, with a robust performance in recent years Haier Group's global footprint: The fastest growing of the leading companies Company overview: Showing resilience amidst market downturn Growth decomposition: Keeping up with the smart home transformation

EXPOSURE TO FUTURE GROWTH

Exposure to growth: Key markets of China and the US still at the centre Projected rankings: Maintaining the lead amidst expected turbulence

COMPETITIVE POSITIONING

Relative performance: Consolidating lead across categories and geographies Competitor overlap: Whirlpool globally and Midea at home Key categories and markets: World leader in refrigeration and home laundry appliances Globalised knowledge, localised solutions: Haier's brand strategy and production layout Key brands: Haier building a global presence through locally recognised brands

MAJOR APPLIANCES

Major appliance sales by region: Asia Pacific and North America in the lead Top countries by category: Refrigeration and home laundry appliances as the backbone Projected major appliance sales: In search of markets with potential for sustainable growth

SMALL APPLIANCES

Small appliance sales by region Top countries by category Projected small appliance sales

FROM APPLIANCES TO SMART HOME ECOSYSTEM

The foundations: A full range of Haier brands serving every customer, at home and abroad The Casarte way of premiumisation: Brand new designs and globally empowered features Three-winged Bird and Haier's grand scheme of challenging existing perceptions in the home Full-cycle smart home ecosystem aiming to create a virtuous circle of added value

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

• Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/haier-group-in-consumer-appliances/report.