



Major Appliances in Asia Pacific

March 2023

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific will account for two thirds of new global sales over 2022-2027

After recovery in 2021, major appliances slips back into decline in 2022

Chinese problems with the Omicron variant pull down the regional performance in 2022

Dishwashers the most dynamic category over 2017-2022

Home laundry appliances add the most new unit sales over the historic period

Automatic dryers seeing strong growth in China

Appliances and electronics specialists still the leading distribution channel...

...but also still losing share to e-commerce

LEADING COMPANIES AND BRANDS

High levels of concentration in major appliances

Chinese players lead at a regional level

China the main market for most of the top 10 regional players

Robam moves up another place in the rankings

FORECAST PROJECTIONS

Although China, as the biggest market, will add more new sales...

...India will be the most dynamic country market for major appliances

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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/major-appliances-in-asia-pacific/report.