

# World Market for Consumer Appliances (Major)

February 2021

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## INTRODUCTION

Scope

Examining five trends shaping major appliances

COVID-19 impact on major appliances

## GLOBAL OVERVIEW

2020 in the making

Major appliances market declines in 2020

Consumer appliances in context

Major appliances: growth and per household consumption by category

Overview: region size and growth by category in 2020

Overview: category size and growth by region in 2020

Electronics and appliance specialist retailers remains the leading channel

## LEADING COMPANIES AND BRANDS

No major merger and acquisition activities in 2020

Haier remains the dominant company in major appliances

Haier poised to maintain growth momentum

Top six companies by percentage growth are from Asia Pacific

Fotile Kitchenware and Robam Group are two standout companies

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping the major appliances industry

Sustainability

New business models and convergence

Smart appliances and home ecosystems

The appliance value proposition

Omnichannel sales

## GLOBAL OUTLOOK

The market declined to 2015 levels in 2020

Major appliances outlook

Positive drivers to have a greater influence in the short term

Overview : region size and growth by category 2020-2025

Asia Pacific is expected to drive growth in the forecast period

China and India are expected to drive growth

## MARKET SNAPSHOTS

Global snapshot of dishwashers

Global snapshot of home laundry appliances

Global snapshot of large cooking appliances

Global snapshot of microwaves

Global snapshot of refrigeration appliances

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

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