

# Small Cooking Appliances in China

November 2022

Table of Contents

## Small Cooking Appliances in China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Small cooking appliances sees a slight decline in 2022

Multiple factors contribute to weak demand

Espresso coffee machines and hard pod coffee machines in the spotlight

#### PROSPECTS AND OPPORTUNITIES

Limited growth potential in the next five years

Digital intelligence will be the next growth opportunity

#### CATEGORY DATA

Table 1 - Sales of Small Cooking Appliances by Category: Volume 2017-2022

Table 2 - Sales of Small Cooking Appliances by Category: Value 2017-2022

Table 3 - Sales of Small Cooking Appliances by Category: % Volume Growth 2017-2022

Table 4 - Sales of Small Cooking Appliances by Category: % Value Growth 2017-2022

Table 5 - Sales of Freestanding Hobs by Format: % Volume 2017-2022

Table 6 - NBO Company Shares of Small Cooking Appliances: % Volume 2018-2022

Table 7 - LBN Brand Shares of Small Cooking Appliances: % Volume 2019-2022

Table 8 - Distribution of Small Cooking Appliances by Format: % Volume 2017-2022

Table 9 - Forecast Sales of Small Cooking Appliances by Category: Volume 2022-2027

Table 10 - Forecast Sales of Small Cooking Appliances by Category: Value 2022-2027

Table 11 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2022-2027

## Consumer Appliances in China - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 13 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 14 - Replacement Cycles of Consumer Appliances by Category 2018-2023

### MARKET DATA

Table 15 - Sales of Consumer Appliances by Category: Volume 2017-2022

Table 16 - Sales of Consumer Appliances by Category: Value 2017-2022

Table 17 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 18 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 19 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 23 - Sales of Small Appliances by Category: Volume 2017-2022

Table 24 - Sales of Small Appliances by Category: Value 2017-2022

Table 25 - Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 26 - Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 27 - NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 28 - LBN Brand Shares of Major Appliances: % Volume 2019-2022  
Table 29 - NBO Company Shares of Small Appliances: % Volume 2018-2022  
Table 30 - LBN Brand Shares of Small Appliances: % Volume 2019-2022  
Table 31 - Distribution of Major Appliances by Format: % Volume 2017-2022  
Table 32 - Distribution of Small Appliances by Format: % Volume 2017-2022  
Table 33 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027  
Table 34 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027  
Table 35 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027  
Table 36 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027  
Table 37 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027  
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027  
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027  
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027  
Table 41 - Forecast Sales of Small Appliances by Category: Volume 2022-2027  
Table 42 - Forecast Sales of Small Appliances by Category: Value 2022-2027  
Table 43 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027  
Table 44 - Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## 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/small-cooking-appliances-in-china/report](http://www.euromonitor.com/small-cooking-appliances-in-china/report).