



Euromonitor
International

Small Appliances in Asia Pacific

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Asia Pacific accounts for almost half of global sales of small appliances

Positive growth expected everywhere but Japan over 2022-2027

Major markets in decline in both 2020 and 2021

Dynamic CAGR for personal care appliances in Indonesia over 2017-2022

Personal care appliances add the most new sales over 2017-2022

Irons record a dynamic 2022 performance as consumers re-emerge from their homes

E-commerce now the leading distribution channel for small appliances...

...and continues to take share from appliances and electronics specialists

LEADING COMPANIES AND BRANDS

Increasing concentration in Chinese small appliances market

Midea continues to be a strong leader in small appliances

Majority of top 10 players generate their biggest sales share in China

Xiaomi continues moving up the rankings

FORECAST PROJECTIONS

Dynamic Indian market expected to add most new sales in small appliances

Smart and connected products likely to gain ground in Chinese small appliances

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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