



**Euromonitor
International**

Consumer Appliances in Asia Pacific

September 2024

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Key findings

REGIONAL OVERVIEW

Asia Pacific accounts for almost half of global sales

Personal care appliances becomes Asia Pacific's biggest category over 2018-2023

Consumer appliances beginning to recover from pandemic and inflation

Vacuum cleaners and hair care appliances performing strongly in Indonesia

Dishwashers the most dynamic category over 2018-2023

Personal care appliances add the most new unit volume sales over 2018-2023

Another year of declining sales for China in 2023

Healthy products such as slow juicers and air fryers performing strongly in Indonesia

Appliances and electronics specialists still the main distribution channel for major appliances

E-commerce the leading channel in small appliances

LEADING COMPANIES AND BRANDS

Relatively high levels of concentration in consumer appliances

Panasonic adapts its sales strategy for its key products

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

Midea, Haier and Panasonic remain the top three brands

FORECAST PROJECTIONS

Dynamic Indian market will add more than a third of regional new sales over 2023-2028

Modest growth expected in the Chinese consumer appliances market

Stagnating sales expected for Japan in the later part of the forecast period

COUNTRY SNAPSHOTS

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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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India: Competitive and Retail Landscape

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