

# Samsung Corp in Consumer Appliances

October 2022

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India, the US and South Korea set to drive appliance sales over the forecast period

Brand Africa 100 recognises Samsung as Africa's most admired electronics brand

Customisation to be at the forefront of strategy, further enhanced by the pandemic

Samsung improves software offering, as demand for smart functionality grows

"SmartThings Energy" launched in 2021 in a bid to reduce greenhouse gas emissions

## COMPETITIVE POSITIONING

Midea Group maintains top spot in consumer appliances, followed by Philips and Haier

Samsung records positive sales trajectory in major appliances, while Haier Group leads

LG emerges as Samsung's fiercest competitor, surpassing its retail value sales in 2021

Key categories and markets

Samsung's top company share found in South Korea, its third largest market

## MAJOR APPLIANCES

Asia Pacific leads sales by far, while Eastern Europe records the strongest growth

Refrigeration and home laundry appliances remain key to growth in major markets

Fridge freezers pose strong growth potential across India, the US and South Korea

Samsung Corp announces investment in new manufacturing plant in India

Samsung launches new AI-enabled EcoBubble™ washing machine range in 2022

Bespoke Cube refrigerator showcases customer-focused, tech-driven strategy

## SMALL APPLIANCES

Asia Pacific far outperforms other regions in small appliances, led by South Korea

Air treatment is Samsung's main focus, while vacuum cleaners remain resilient in pandemic

Emerging markets, including South Korea and India, set to boost small appliances

Samsung launches Bespoke air purifier and Jet™ stick vacuum cleaner in 2021

## KEY FINDINGS

Key findings

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Projected company sales: FAQs (2/2)

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