



Consumer Appliances in Hong Kong, China

December 2023

Table of Contents

Consumer Appliances in Hong Kong, China

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 - Sales of Small Appliances by Category: Volume 2018-2023

Table 12 - Sales of Small Appliances by Category: Value 2018-2023

Table 13 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand increases due to education and advertising
Growth in built-in dishwashers stems from housing developments

PROSPECTS AND OPPORTUNITIES

More players likely to offer table-top dishwashers
Built-in dishwashers set to maintain slow and steady growth
Premium table-top dishwashers to become more popular with local consumers

CATEGORY DATA

Table 33 - Sales of Dishwashers by Category: Volume 2018-2023
Table 34 - Sales of Dishwashers by Category: Value 2018-2023
Table 35 - Sales of Dishwashers by Category: % Volume Growth 2018-2023
Table 36 - Sales of Dishwashers by Category: % Value Growth 2018-2023
Table 37 - Sales of Dishwashers by Format: % Volume 2018-2023
Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 39 - NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 40 - LBN Brand Shares of Dishwashers: % Volume 2020-2023
Table 41 - Distribution of Dishwashers by Format: % Volume 2018-2023
Table 42 - Production of Dishwashers: Total Volume 2018-2023
Table 43 - Forecast Sales of Dishwashers by Category: Volume 2023-2028
Table 44 - Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

Home Laundry Appliances in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic washer dryers maintains strong growth in 2023
Time-saving features in home laundry appliances key to increased demand

PROSPECTS AND OPPORTUNITIES

Sustainability and energy efficiency increasingly important in the purchasing decision
Smart appliances to increase in popularity amongst local consumers
E-commerce likely to see further growth as consumers look to shift purchases online

CATEGORY DATA

Table 47 - Sales of Home Laundry Appliances by Category: Volume 2018-2023
Table 48 - Sales of Home Laundry Appliances by Category: Value 2018-2023
Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023
Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023
Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023
Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023
Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023
Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023
Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023
Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023
Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023
Table 58 - Production of Home Laundry Appliances: Total Volume 2018-2023
Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Large Cooking Appliances in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for large cooking appliances continues to rise as pandemic restrictions are removed

Growth limited by price rises and other spending priorities

Smart features in cooker hoods attract younger consumers

PROSPECTS AND OPPORTUNITIES

Continued economic uncertainty set to drive up prices and limit growth

Continued move to retail e-commerce expected despite end of pandemic restrictions

CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 64 - Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 67 - Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 68 - Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 72 - NBO Company Shares of Ovens: % Volume 2019-2023

Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 76 - NBO Company Shares of Cookers: % Volume 2019-2023

Table 77 - NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 79 - Production of Large Cooking Appliances: Total Volume 2018-2023

Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Microwaves in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth for microwaves, due to small size, and ease of use for busy consumers

Panasonic and Whirlpool consolidate their positions as the leaders in microwaves

PROSPECTS AND OPPORTUNITIES

Growth in microwaves likely to plateau as economic concerns limit purchases

Smart home appliance innovation to play a key role in the future of microwaves

E-commerce set to continue driving sales of microwaves

CATEGORY DATA

Table 84 - Sales of Microwaves by Category: Volume 2018-2023

- Table 85 - Sales of Microwaves by Category: Value 2018-2023
- Table 86 - Sales of Microwaves by Category: % Volume Growth 2018-2023
- Table 87 - Sales of Microwaves by Category: % Value Growth 2018-2023
- Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023
- Table 89 - NBO Company Shares of Microwaves: % Volume 2019-2023
- Table 90 - LBN Brand Shares of Microwaves: % Volume 2020-2023
- Table 91 - Distribution of Microwaves by Format: % Volume 2018-2023
- Table 92 - Production of Microwaves: Total Volume 2018-2023
- Table 93 - Forecast Sales of Microwaves by Category: Volume 2023-2028
- Table 94 - Forecast Sales of Microwaves by Category: Value 2023-2028
- Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
- Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

Refrigeration Appliances in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Demand for freezers declines due to limited living space and the falling population
- Fridge-freezers maintains high and rising demand
- Offline channels see an uptick in sales as pandemic restrictions are lifted

PROSPECTS AND OPPORTUNITIES

- Stand-alone freezers and fridges set to continue to decrease in popularity
- Smart refrigeration appliances will continue to gain popularity in Hong Kong
- Unit price increases expected as global economic uncertainty continues

CATEGORY DATA

- Table 97 - Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 98 - Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 101 - Sales of Freezers by Format: % Volume 2018-2023
- Table 102 - Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 103 - Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 106 - Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 114 - Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Air Treatment Products in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air treatment products continues to grow due to renewed residential projects and rising temperatures
Split air conditioners remains the most popular type of air conditioner, with Japanese brands the most popular
Despite the return to physical stores, sales via retail e-commerce continue to rise

PROSPECTS AND OPPORTUNITIES

Air purifiers set to see moderate growth as awareness of air quality increases
Window air conditioners will continue to see slight growth in the forecast period
E-commerce sales of air treatment products expected to increase in the near future

CATEGORY DATA

- Table 119 - Sales of Air Treatment Products by Category: Volume 2018-2023
- Table 120 - Sales of Air Treatment Products by Category: Value 2018-2023
- Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
- Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023
- Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023
- Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023
- Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
- Table 126 - Distribution of Air Treatment Products by Format: % Volume 2018-2023
- Table 127 - Production of Air Conditioners: Total Volume 2018-2023
- Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028
- Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028
- Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
- Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Food Preparation Appliances in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Food preparation appliances sees modest growth due to the health trend
E-commerce continues to grow despite removal of pandemic restrictions

PROSPECTS AND OPPORTUNITIES

Growth poised to slow as eating out and economic uncertainty hamper growth
Chinese brands likely to gain further share in the future
Xiaomi's penetration of food processors likely to continue

CATEGORY DATA

- Table 132 - Sales of Food Preparation Appliances by Category: Volume 2018-2023
- Table 133 - Sales of Food Preparation Appliances by Category: Value 2018-2023
- Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023
- Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023
- Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023
- Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023
- Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023
- Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028
- Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028
- Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028
- Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

Personal Care Appliances in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal care appliances sees modest growth as pandemic restrictions are removed
Consumers return to physical stores

PROSPECTS AND OPPORTUNITIES

Electric toothbrush units to see growth as environmental awareness and accessibility make them appealing to consumers
Personalisation and innovation to drive growth in the future

CATEGORY DATA

- Table 143 - Sales of Personal Care Appliances by Category: Volume 2018-2023
- Table 144 - Sales of Personal Care Appliances by Category: Value 2018-2023
- Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
- Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
- Table 147 - Sales of Body Shavers by Format: % Volume 2018-2023
- Table 148 - Sales of Hair Care Appliances by Format: % Volume 2018-2023
- Table 149 - NBO Company Shares of Personal Care Appliances 2019-2023
- Table 150 - LBN Brand Shares of Personal Care Appliances 2020-2023
- Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023
- Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
- Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
- Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
- Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

Small Cooking Appliances in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slows as consumers spend more time outside of the home
Economic uncertainty and population challenges a headwind for small cooking appliances

PROSPECTS AND OPPORTUNITIES

Reduced disposable incomes to slow demand
International brands will remain popular, but Chinese brands likely to see increasing shares

CATEGORY DATA

- Table 156 - Sales of Small Cooking Appliances by Category: Volume 2018-2023
- Table 157 - Sales of Small Cooking Appliances by Category: Value 2018-2023
- Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023
- Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023
- Table 160 - Sales of Freestanding Hobs by Format: % Volume 2018-2023
- Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023
- Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023
- Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2018-2023
- Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028
- Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028
- Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028
- Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Vacuum Cleaners in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robotic vacuum cleaners maintains its strong performance
Xiaomi's product range and pricing earn the company more share

PROSPECTS AND OPPORTUNITIES

Energy-efficient vacuum cleaners are likely to be attractive to consumers
Robotic vacuum cleaners to see rising popularity, as convenience and ease of use are major selling points

CATEGORY DATA

- Table 168 - Sales of Vacuum Cleaners by Category: Volume 2018-2023
- Table 169 - Sales of Vacuum Cleaners by Category: Value 2018-2023
- Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023
- Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023
- Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023
- Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023
- Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023
- Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2018-2023
- Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028
- Table 177 - Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028
- Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
- Table 179 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

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/consumer-appliances-in-hong-kong-china/report.