



# Small Appliances in Asia Pacific

March 2023

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Scope

Key findings

## REGIONAL OVERVIEW

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

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

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Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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