

World Market for Consumer Appliances (Major)

February 2021

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Overview: category size and growth by region in 2020

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No major merger and acquisition activities in 2020

Haier remains the dominant company in major appliances

Haier poised to maintain growth momentum

Top six companies by percentage growth are from Asia Pacific

Fotile Kitchenware and Robam Group are two standout companies

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Examining five trends shaping the major appliances industry

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The market declined to 2015 levels in 2020

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Asia Pacific is expected to drive growth in the forecast period

China and India are expected to drive growth

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