



Consumer Appliances in Asia Pacific

September 2024

Table of Contents

INTRODUCTION

Scope

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

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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-asia-pacific/report.