



## IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

# Home Appliances

Real time access to a continuous flow of research across the overall consumer electronics market.

### COVERAGE

- Forecast databases for 45 major, small home and personal care robotic appliances across 23 countries & sub-regions
- A deep dive into relevant component and technology segments e.g. 'smart appliances'
- Global market share estimates by appliance type covering over 80 makers
- Deep market examinations via topical reports
- Direct access to industry analysts

#### Market Trackers

Historic and forecasted, delivered in Excel and in IHS TRAX®, an online analysis tool.

#### Reports

Periodic topical reports addressing key focus areas, detailing country, company and industry-level analysis.

#### Analyst Insights

Client-exclusive commentary on developments throughout the year.

#### Analyst Access

For prompt responses to urgent, unique questions.

### Clients of this service will receive:

**Home Appliance Database** – A database of home appliances covering more than 45 types of appliance, categorized under major, small home and personal care sectors, spanning 23 countries/sub-regions:

- The appliance market regional dataset provides market size estimates and forecast for each appliance type in terms of installed base, unit shipments and revenues.
- The vendor market dataset provides market estimates in terms of unit shipments for more than 80 appliance makers split by appliance type at the global level.
- The semiconductor market dataset includes overs in-depth analysis on the semiconductor content covering various type of semiconductors content by each appliance type.
- The other dataset covers and market estimates and forecast on the use of electronics including displays, touch controls, invertorized (VSD) motors, induction cooking and smart connected appliances.

#### White Goods Market Tracker - China (monthly and quarterly)

Monthly summaries provide a quick update on China's white-goods market, including domestic and export sales in terms of unit shipments. The key markets include room air-conditioners, refrigerators, washing machines, and microwave ovens.

Monthly inputs are further validated before being finalized for input into the quarterly deliverables, which provide more data and insights on the market including domestic and export sales, average selling prices (ASPs) and revenue forecasts. The quarterly tracker also provides market share estimates of leading white-goods manufacturers.

### Smart Connected Major Appliance Market Report – 2017

Worldwide market size estimates for the year 2015 and five-year annual forecast from 2016 to 2020 for the smart connected major home appliance (MHA) market, covering smart washing machines, clothes dryers, dishwashers, refrigerators, room air-conditioners and large cooking appliances (LCA). Analysis provided for each appliance type, four regions, the top eight country markets and the total worldwide market. A similar report is also available for China: [Smart Connected Major Appliance Market Report – China – 2017](#).

[Major Home Appliance Market Report – 2017](#) Worldwide market size estimates for year 2016 and five year annual forecast from 2017 through 2021 for each of 10 major home appliances reported by 23 major countries. The analysis also includes historic data from 2010 to 2015. The delivery consists of Output Table (Excel format) as well as Topline report (PDF format).

### Digital Assistants & Artificial Intelligence (AI) Report – 2017

Worldwide of digital assistant product launches and company strategies, addressable devices, digital assistants, telco AI use cases, messaging platform positioning, smart speakers in the home, and voice as the smart home UI.

[Small Home & Personal Care Appliances Report – 2017](#) The most comprehensive report providing critical business intelligence and market insights on the small home and personal care appliance industry, presenting market estimates and forecast for wide range of small home and personal care appliances, along with qualitative insights on key market trends, technology developments covering key electronics and semiconductor market. All has been analyzed by various segments: by appliance type/category, by geographic region.

[Small Home Appliance Market Report - China – 2017](#) This report analyzes the domestic small kitchen appliance market, such as rice cookers, small induction cookers, and soya-bean milk makers. This report also analyzes and presents major export markets for small home appliances including vacuum cleaners, coffee machines, and also dishwashers. The report provides a five-year forecast by product segments and markets; market shares across each product segment in 2016. IHS also analyzes the needs in domestic small home appliance markets and the development strategies of home appliance makers.

[Media & Technology Digest](#) - Monthly analysis of the key trends and innovations shaping the global technology landscape. Written by our senior analysts the digest includes a detailed focus on key industry hot topics, analysis of all major industry and product announcements with in-depth examinations of significant industry trends.

[Access to industry analyst](#) –As part of this service, subscribers get direct access to interact with our subject matter experts/industry analyst to discuss latest market trends, clarify any data and provide answers to their questions.

## Research Coverage

### Global Home Appliances Product (Appliance) Coverage

Blenders / Mixers	Epilators	Pool Cleaners – Robotic
Bread Makers	Floor Cleaners - Robotic	Power Toothbrushes
Clothes Dryers	Food processors	Refrigerators
Coffee and Espresso Makers	Freezers	Rice Cookers
Cooker-tops/hobs	Hair Dryers	Room air conditioners
Cookers/Ranges	Hair Stylers/Trimmers & Clippers	Sandwich and Snack Makers
Deep Fryers	Induction Cookers (Large/Table-tops)	Vacuum Cleaners (all types, including robotic)
Dishwashers	Irons/Ironing Systems	Wall Ovens
Electric Kettles	Juicers	Washing Machines
Electric Men & Women Shavers	Lawn Movers – Robotic	Window Cleaners - Robotic
Electric Toasters	Microwave Ovens	

### Measurements

Appliance - Shipments	Motors – Shipments	Appliance Types
Appliance - Revenues	Use of Electronic Displays	Semiconductor Types
Appliance - ASP(\$)	Use of Touch Controls	Motors Types
Appliance - Installed Base	Use of VSD Motors (Invertorised)	Geographic Segmentation Cross
Appliance - Penetration Rate	Smart Connected Appliances	Category Analysis Vendor Global
Semiconductor – BoM(\$)	Use of Induction technology	Market Share
Semiconductor Revenue		

### Regions

#### North America

Canada  
United States

#### Latin America Brazil

Mexico  
Rest of Latin America

#### Western Europe

France  
Germany  
Italy  
Spain  
UK & Ireland  
Rest of Western Europe

#### Eastern Europe

Poland  
Russian Federation  
Turkey  
Rest of Eastern Europe & CIS

#### Asia Pacific

China  
India  
Japan  
Oceania  
South Korea  
Rest of Asia Pacific

#### Middle East & Africa

Middle East  
Africa

### Related Research

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[Tablet & Notebook PC](#)

[Consumer Electronics](#)

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