

Annual Report on the Development of China's White Goods Industry

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Research field: Air Conditioner, Refrigerator and Washing Machine

Enterprises involved: Haier, Hisense, Media, Meiling, Xinqi, Gree, LG, Samsung, Panasonic, Siemens, Electrolux, Gome, Suning, Carrefour and so on

Report Highlights

When examining China's white goods industry in 2006, we find that industry segments' performance varied greatly. Air conditioner enterprises came under greater pressure for survival, and innovation became the key point of breakthrough; as brand structure stabilized in the refrigerator market, brand effect was fully displayed; in the washing machine market, products embody a slew of new concepts were rolled out, foreboding the transition to the high-end market.

In the whole white goods industry, consumers concentrate on a certain brand when selecting white goods, which raises higher requirements on vendors' overall production capacity. In 2006, domestic vendors with solid strength strived to improve and extend their product lines and sales channels, thereby enhancing their market competitiveness.

In the face of market competition and challenges, CCID Consulting releases the 2006-2007 Annual Report on the Development of China's White Goods Industry, which helps vendors, investors, and the industry chain grasp the trend of China's white goods industry in the following aspects, and comb the development course of segment application value -

Backed by accurate market description data, it depicts development and changes in 2006 in the dimension of industry size, industry structure, industry competition, and development of major regions, to discern the development trend of the industry.

In analyzing briefly major brands' competition performance in 2006, it sums up enterprises' successes and failures in the dimension of shares of competition strategy, product strategy, and channel strategy, and reviews the makings of leading players.

After presenting deep quantitative forecast of the market, it conducts modeling regression and expert verification for the whole market and market segments, and obtains valuable trend analysis and quantitative results.

Framework of the Report

Main Conclusions

Key Findings

I. Overview of the Global White Goods Industry in 2006

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1. Overall
2. Air Conditioner
3. Refrigerator
4. Washing Machine

(II) Basic Characteristics

(III) Major Countries & Regions

1. U.S.A
2. Europe
3. Japanese & South Korea
4. India

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2. Refrigerator
3. Washing Machine

(II) Forecast of the Size of China's White Goods Industry for 2007-2011

1. Air Conditioner
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(III) Forecast of the Structure of China's White Goods Industry for 2007-2011

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1. Development Situation & Characteristics
2. Impetuses
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1. Development Situation & Characteristics
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