

Haier Group in Consumer Appliances Market - Global SWOT Analysis, Size, Share, Growth, Trends and Forecast 2017-2022

WiseGuyReports.com adds "Haier Group in Consumer Appliances Market 2017 Global Analysis Research Report Forecasting to 2022" reports to its database.

PUNE, INDIA, November 10, 2017
/EINPresswire.com/ -- [Haier Group in Consumer Appliances Market](#):

Executive Summary

With production plants in every region in the world, Haier Group has become the world leader of major appliances by sales volume. Its acquisition of General Electric (GE) in 2016 gained Haier a strong foothold in North America, which complements Haier's strength in large cooking appliances. With its positive stance towards product innovation, Haier has also become one of the world leaders in connected appliances and self-cleaning appliances.

Haier Group in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Haier Group delivers a detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances market and the global economy.

Company and market share data provide a detailed look at the financial position of Haier Group, while in-depth qualitative analysis will help you understand the brand strategy and growth prospects of Haier Group.



Haier Group in Consumer Appliances (World)

Request Sample Report @ <https://www.wiseguyreports.com/sample-request/2476720-haier-group-in-consumer-appliances-world>

THIS REPORT EXAMINES:

Company share by region and sector

Brand portfolio

New product developments

Marketing and distribution strategies

A detailed SWOT analysis of Haier Group provides strategic intelligence on:

Strengths and weaknesses

Category and country opportunities for growth

Challenges and threats from current competition and future prospects

Global and regional market positions

Why buy this report?

- * Get a detailed picture of the Consumer Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

For further information on this report, visit - <https://www.wiseguyreports.com/enquiry/2476720-haier-group-in-consumer-appliances-world>

Table of Contents

Scope

STRATEGIC EVALUATION

World leader in major appliances by sales volume

Haier Group corporate business structure 2017 (1)

Haier Group corporate business structure 2017 (2)

Fast growing revenue in key divisions

Healthy profit margin in key divisions

SWOT: Haier Group

Corporate strategy

Connected ecosystem strategy

Haier Group's major milestones

COMPETITIVE POSITIONING

Global leader in refrigeration and home laundry appliances

Global leadership in major appliances volume sales

Third in global sales of air conditioners

Whirlpool, Midea: The closet rivals

Major acquisitions expanded global coverage but China still critical

MARKET ASSESSMENT

Haier's top 10 markets by consumer appliances volume sales

Expanding sales in large cooking appliances and dishwashers

Consumption upgrade for major appliances

Expansion in Asia Pacific and Western Europe for air conditioners

GEOGRAPHIC AND CATEGORY OPPORTUNITIES

Haier Group's largest 10 markets' growth prospects

Steadily growing major appliances in China

China air conditioners market recovering

Robust uptake of connected appliances in China

Growth of connected laundry and fridge freezers in the US

Connected laundry appliances and air conditioners in Western Europe

BRAND STRATEGY

Haier Group's brand strength by region

Haier Group's brand strength by category

Haier Group's brand strength by consumer segment

OPERATIONS

Growing large cooking production share and declining OEM

Increasing share of overseas production

Connected manufacturing to reduce labour reliance

Haier's production footprint in China

Haier's production footprint in Asia Pacific outside China

Haier's production footprint in the US

Haier's production footprint in Western Europe

Haier's production footprint in Eastern Europe

Haier's production footprint in the Middle East and Africa

Haier's production footprint in the Australasia

Haier's production footprint in Latin America

RECOMMENDATIONS

Connected technologies, expansion and service

REPORT DEFINITIONS

Data parameters and report definitions (1)

Data parameters and report definitions (2)

Data parameters and report definitions (3)

Continuous...

Buy this Report @ https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=2476720

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

