

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.

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/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 in Consumer Appliances (World)

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.

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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>

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Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

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