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# Home Appliance Intelligence Service

## Part of the Consumer Electronics & Display Applications Service Area Package

Strategy, feature and manufacturer analysis provides end-to-end coverage of the home appliance industry from equipment shipments to key components and end market regulatory trends.

“ The home appliance sector is seeing rapid change as consumer electronics giants add connectivity and software features. By contrast, demand (both from consumers and regulators) for dramatic increases in energy and sustainability performance offers advantage to incumbents with their deep product understanding. We aim not only to track the market but also investigate the regulatory and consumer trends shaping the future of home appliances. ”

**Emir Lasic**

Principal Analyst

**QM&A**

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## HOW OMDIA HELPS YOU

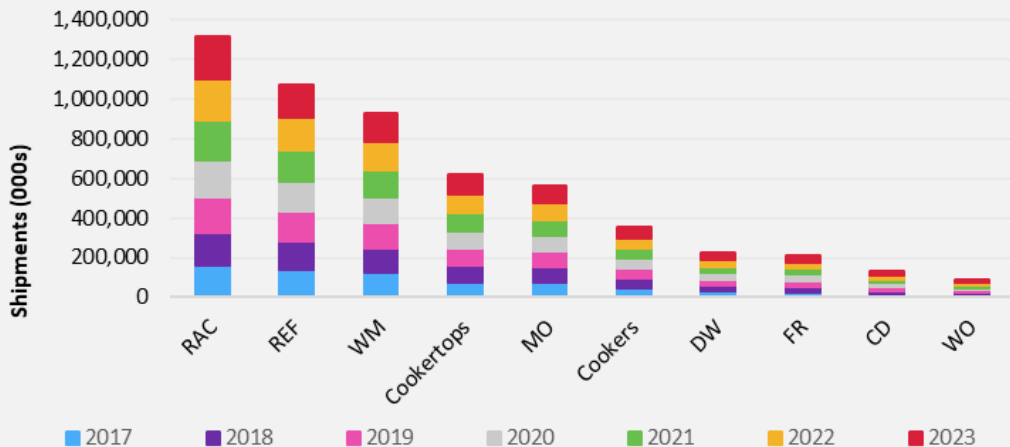
- Historic and forecast databases of major appliances across 23 countries & sub-regions.
- A deep dive into relevant component and technology segments e.g. 'smart appliances'.
- Global market share estimates by appliance type covering over 23 regions.
- Deep production capacity, supply chain strategy as well as policy analysis via topical reports.

## KEY QUESTIONS ADDRESSED

- What are the differentiators among home appliances platforms?
- Which countries are the top exporters and importers of major home appliances?
- How will new developments such as upcoming AI technologies or demographic shift influence home appliance and the associated components industry over the next 5 years?
- What is the key technology trend in 5 years?
- What are new innovations, products and technology trends in key industry shows, such as CES and IFA
- What are possible strategies related to major challenges e.g. supply chain issues or sustainability demands etc.

World Market for Major Home Appliances by Type

World market for major home appliances by type  
Shipment units (000's)



Source: Omdia

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# Home Appliance: Our Expert Analysts



**Emir Lasic**  
Principal Analyst  
Home appliances & Smart Home



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Research director  
Consumer Electronics & ProAV

# Home Appliance Intelligence Service: Deliverables



## MARKET TRACKERS

-- Annual --

Major Home Appliance Market Tracker

-- Half year --

Top-level shipment analysis refresh



## REPORT

-- Annual --

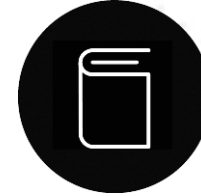
CES show report

Home appliance strategy report

Home Appliance feature report

Connect Major Home Appliance

IFA show report



## DATABASE

-- Annual --

Home appliance Price & Specifications Database

Connected Major Home Appliance



## ANALYST INSIGHTS

-- Ongoing --

Client-exclusive commentary on developments throughout the year.



## ANALYST ACCESS

-- Ongoing --

For prompt responses to urgent and unique questions

# Home Appliance: Market Tracker & Database

## Major Home Appliance Market Tracker

A comprehensive worldwide pivot database and two reports: a worldwide historical shipment analysis report focusing on recent results and implications, as well as a 5-year forecast report detailing the updated major home appliance market outlook

## Home Appliance Price & Specifications Database

A database of home appliances covering more most of major home appliances over 23 countries/sub-regions.

### DETAILS

**Frequency:** Annual

### Regions

- South America
- North America
- Western Europe
- Eastern Europe
- China
- Japan
- Asia & Oceanna
- Middle East & Africa

### COVERAGE

**Major home appliance shipment by:**

- Brand
- Category
- Connectivity
- Units
- Average Price (regionally-based)
- Revenues
- Price Range

### DETAILS

**Frequency:** Annual

### Regions

- North America
- Western Europe
- Eastern Europe

### COVERAGE

**Price & Specification by:**

- Brand
- Connectivity
- Screen Size
- Environmental
- Average Price (regionally-based)
- Revenues
- Price Range

# Home Appliance: Market Reports

## CES Report

Frequency: Annual

### Details

- High level summary on the show
- New product launch
- New technology discovery
- Brand strategy analysis
- Industry trend analysis

## Home Appliance Feature Report

Frequency: Annual

### Details

- New feature launches
- Technology insight, trend analysis
- Regional market comparison
- Effects of regulation on featuring (especially environmental, energy consumption)

## Home Appliance Strategy Report

Frequency: Annual

### Details

- IP / Expertise / Knowledge base
- Vendor Scorecard

- Strategic Risk Analysis
- People, Production / Location

## IFA Report

Frequency: Annual

### Details

- High level summary on the show
- New product launch

- New technology discovery
- Brand strategy analysis
- Industry trend analysis

# Home Appliance: Research Coverage

## GLOBAL HOME APPLIANCES PRODUCT COVERAGE

### MAJOR HOME APPLIANCES

- Washing machines
- Clothes dryers
- Dishwashers
- Refrigerators
- Freezers

### MEASUREMENTS

- Appliance - Shipments
- Appliance - Revenues
- Appliance - ASP(\$)
- Use of Electronic Displays
- Use of Touch Controls
- Smart Connected Appliances
- Use of Induction technology
- Appliance Types
- Semiconductor content
- Motors / Inverters
- Heat pumps
- Geographic Segmentation
- Market Share

### REGIONS

#### North America

- Canada
- United States

#### South 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 & Oceania

- India
- Oceania
- South Korea
- Rest of Asia Pacific

#### Middle East & Africa

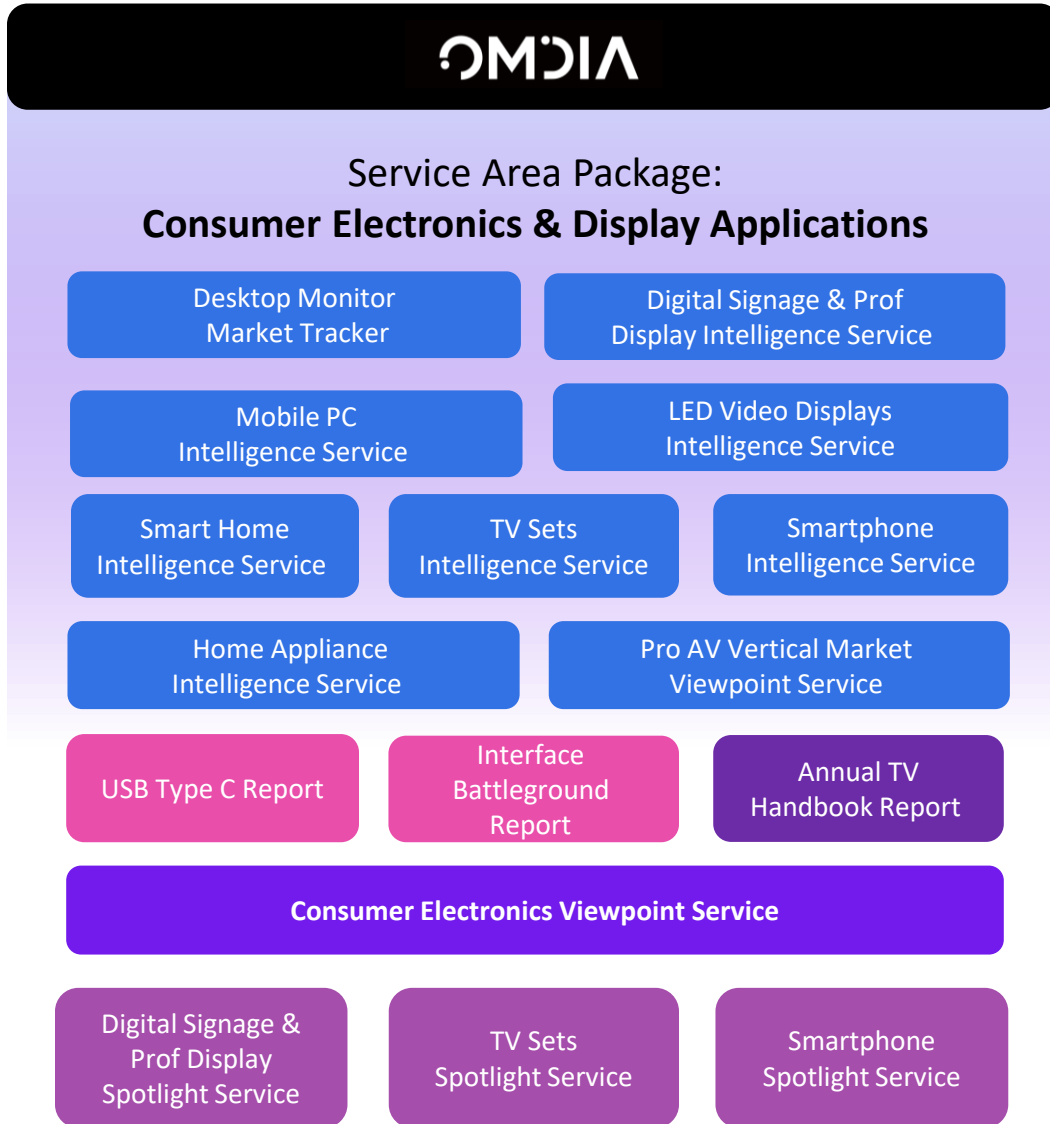
- Middle East
- Africa

#### China

#### Japan



# Related Content: Consumer Electronics & Display Applications Service Area Coverage



## About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.



# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

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# Thank you

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