Consumer Electronics Market Size By Product (Audio & Video Equipment [Personal, Professional], Major Household Appliance, Small Household Appliance, Digital Photo Equipment [Personal, Professional]), Industry Analysis Report, Regional Outlook, Growth Potential, Price Trends, Competitive Landscape & Forecast, 2020 – 2026

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Note: *The final report will include all the major players active in the consumer electronics market.*

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Chapter 1 Methodology & Scope

1.1 Methodology

Our research process is uniquely designed with enough flexibility to ensure best practices for each assignment but retaining the core elements that ensure accuracy and authenticity. Common parameters studied and evaluated for this assignment include:

- Macro-economic factors
- Micro-economic factors
- Technology & innovation
- Regulatory and political scenario
- Demographics
- Value chain
- Market dynamics
- Industry insights

1.1.1 Initial data exploration

Our process started with an initial exploration, which enabled us to form a preliminary understanding about the problem in hand as well as the scope of the research. The data was mined on an extensive level from our own repository of reports as well as independent studies along with industry-accepted secondary sources such as ICIS, Hoover's, Reuters, Technical Journals, and Trade Magazines. We also have a regular access to technical papers published by various universities and research establishments across the globe.

This research played an important role in providing us with an early understanding of the business environment and designing a study that was in-line with the industry dynamics.

Key takeaways from this phase of research included:

- Research scope
- Industry analysis
- Market segmentation
- Market dynamics
- Regulatory trends
- Statistical data

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- Latest developments

1.1.2 Statistical model and forecast

Data modeling and forecasting are our core strengths, where we design unique models to estimate and forecast market evolution. These models are econometric or technical, based on the time period under consideration, and are iterative and customizable in nature so as to minimize errors and improve accuracy.

Owing to the growing need for granular information, we use a pyramid approach for forecasting, also referred to as bottom-up methodology, where we evaluate each regional market separately, taking into consideration domestic as well as international dynamics to arrive at market numbers. The global data is obtained by integrating regional information.

A number of tools and statistical modeling techniques are utilized by our team, including software packages such as SPSS and analytical approaches such as regression, correlation, WMA (Weighted Moving Average), time-series, and variation.

Some of the parameters integrated into our forecasting models include:

- Growth drivers, restraints, and key trends
- Dynamics in application markets
- Regulatory and political updates and their impacts
- Emerging technology development trends

1.1.3 Industry insights and validation

We believe primary research to be the most important component that provides us a competitive advantage over our peers. Our specialized team conducts primary interviews at various stages of research to gain a deep understanding of the customer needs, business environment, and expected future developments. For every assignment, over 30 such interviews are conducted with key business leaders such as CEOs, CSOs, CMOs, technology experts, suppliers, procurement experts as well as potential customers.

Interviews for this report were conducted in the form of extensive discussions, which enabled us to obtain penetrating insights into the industry, as well as collect root-level information, in addition to validating our estimates.

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1.1.4 Definitions

- **Consumer electronics** are devices such as televisions, smartphones, laptops and household appliances, containing an electronic circuit board intended for use by individuals for personal as well as professional applications.
- Product markets have been defined as follows:
    - Audio & video equipment comprise TV, laptop, smartphones, earphones & headphones, and speakers
    - Major household appliances comprise refrigerator, air conditioner, and washing machines
    - Small household appliances include iron box, microwave ovens, food processors, and electric kettle
    - Digital photo equipment includes digital cameras and camcorders
- The application markets include personal and professional application. Audio & video equipment along with digital photo equipment are utilized for both personal and professional applications whereas major household appliance and small household appliance are used only for personal applications:
    - In audio & video equipment, earphones and headphones are used for professional applications, for instance call center, industrial, aviation, construction and public safety.
    - Digital photo equipment such as digital cameras and camcorders are used for professional applications for instance television studios, recording movie, professional photography

  Therefore, the total application market size corresponds to the market size generated by earphones & headphones and digital photo equipment.
- North America includes the U.S. and Canada
- Europe includes Western Europe, CIS, and Central & Eastern Europe
- Asia Pacific includes Japan, China, India, Taiwan, Korea, Australia, etc.
- Latin America includes Brazil, Argentina, Chile, and other Latin American countries.
- MEA denotes the Middle East and African regions

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1.1.5 Methodology and forecast parameters

- The scope of the study includes actual market size for 2016, 2017, 2018 and 2019 an annual forecast from 2020 to 2026.
- The market has been estimated considering the demand in terms of unit shipments for all the country level markets. In order to analyze the demand, we have taken into consideration the data reported in the press releases by the companies operating in the following businesses:
    - Major household appliances (refrigerator, air conditioner, washing machine)
    - Small household appliances (iron box, microwave ovens, food processors, electric kettle)
    - Smartphones
    - Laptops
    - Earphones & headphones
    - Speakers
    - Digital photo equipment (cameras and camcorders)
- These companies have also reported their performance in the global and regional market, current trends and prices in all the categories. The average retail price was considered for each of the products in the scope of the study, which was multiplied with the shipments in order to arrive at the regional revenue.
- The regional market shipments and revenue were aggregated to arrive at the global estimates.
- Forecasting involved the use of statistical modelling via regression analysis. For each regional level market, key industry impact forces were analyzed and assigned weights in order of their importance. These weights were distributed across the forecast period and a regional growth rate was derived. Some of the major parameters include:
    - Historical market performance
    - Economic performance
    - Market dynamics
    - Regulatory framework
- The market estimates and forecast parameters have been validated through extensive discussion-based interviews through primary research with key industry participants and opinion leaders.
- The study does not include customer profiles as mentioned in the table of contents, as consumer electronics industry is a B2C market

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- Totals have been rounded off
- GDP and inflation have not been considered in estimates and forecasts

1.2 Data Sources

1.2.1 Secondary

- Association of Home Appliances Manufacturers (AHAM)
- Consumer Electronics Suppliers Association (CESA - Australia)
- Korea Electronics Association (KEA)
- European Committee of Domestic Equipment Manufacturers (CECED)
- China Household Electrical Appliances Association (CHEAA)
- Japan Electrical Manufacturers' Association (JEMA)
- Asociación Nacional de Fabricantes de Aparatos Domésticos A.C. (ANFAD - Mexico)
- Association of Manufacturers of Domestic Appliances (AMDEA – UK)
- Institute of Electrical and Electronics Engineers (IEEE)
- India Brand Equity Foundation (IBEF)
- Environmental Protection Agency
- Wireless Association
- TechCrunch
- GigaOM
- Digital Trends
- IEEE
- The Hearing Industries Association
- American Osteopathic Association
- The Huffington Post
- European Hearing Industry Manufacturer's Association
- Consumer Electronics and Appliances Manufacturers Association (CEAMA)
- Consumer Technology Association (CTA)
- European Association of Consumer Electronics Manufacturers (EACEM)
- The Consumer Electronics Suppliers’ Association (CESA)
- The Consumer Electronics Distributors Association (CEDA)
- Mobile Marketing Association, Inc.
- Camera & Imaging Products Association (CIPA)

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- European Imaging and Sound Association
- National Federation of Filipino American Associations
- All India Air conditioning & Refrigeration Association
- Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
- Japan Electronics and Information Technology Industries Association
- Industry Journals
- Investor Presentations
- D&B Hoover's
- Company Annual Reports

1.2.2 Primary

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Chapter 2 Executive Summary

2.1 Consumer electronics industry 360⁰ synopsis, 2019 - 2026

TABLE 1. Consumer electronics industry 360⁰ synopsis, 2019 - 2026

Industry Factor	Description
Market size & forecast	**Revenue** USD xx Billion (2019) → USD xx Billion (2026) **Shipment** xx Million Units (2019) → xx Million Units (2026)
Product trend (2019) (Revenue)	Audio & video equipment – xx% Major household appliance – xx% Small household appliance – xx% Digital photo equipment – xx%
Regional trend (2019) (Revenue)	North America– xx% Europe – xx% Asia Pacific – xx% Latin America – xx% MEA– xx%
Growth summary	xxxx

2.1.1 Business trends

The improvement in the global economic conditions has led to the increase in the disposable income across the world. Consumers in certain regions such as North America and Europe are placing a high focus on luxury goods with high brand value. For instance, consumers in these regions are more inclined to adopt Apple products such as smartphones, laptops, earphones & headphones as compared to the other regions. Furthermore, the early adoption of such devices is very high in such regions. The rising trend of IoT and connected technologies is paving new pathways for the industry. Manufacturers in the consumer electronics space are collaborating with technology providers to provide high-tech products for the tech-savvy customers. Various economies are undertaking smart home projects across the globe with governments in countries like U.A.E and U.K allocating large amount of financial resources for this market.

TABLE 2. Global consumer electronics market, 2013 - 2015 (USD Billion)

	2013	2014	2015
USD Million	862.15	987.16	1,067.51

xxxx

TABLE 6. Global consumer electronics market, 2020 - 2026(Million Units)

	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Million Units	xx	xx	xx	xx	xx	xx	xx	xx%

2.1.2 Regional trends

The Asia Pacific region is anticipated to witness high growth in the consumer electronics market due to the large number of household appliances and smartphone users. Asia Pacific market is mainly driven by the presence of high population and growing disposable income in economies such as China, India Japan and South Korea. The region is expected to dominate over the forecast timespan owing to the expansion of mobile device industries in densely populated countries. In addition, the growing demand for headsets from offshoring centres in India and Philippines is forecast to augment the demand. Favourable government initiatives pertaining to the promotion of smart city and smart home technologies is placing a high demand for consumer electronics market.

TABLE 7. Global consumer electronics market, by region, 2016 - 2019 (USD Billion)

Segment	2016	2017	2018	2019
North America	xx	xx	xx	xx
Europe	xx	xx	xx	xx
Asia Pacific	xx	xx	xx	xx
Latin America	xx	xx	xx	xx
MEA	xx	xx	xx	xx
Total	xx	xx	xx	xx

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TABLE 8. Global consumer electronics market, by region, 2020 - 2026 (USD Billion)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
North America	xx	xx	xx	xx	xx	xx	xx	**xx%**
Europe	xx	xx	xx	xx	xx	xx	xx	**xx%**
Asia Pacific	xx	xx	xx	xx	xx	xx	xx	**xx%**
Latin America	xx	xx	xx	xx	xx	xx	xx	**xx%**
MEA	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 9. Global consumer electronics market, by region, 2016 - 2019 (Million Units)

Segment	2016	2017	2018	2019
North America	xx	xx	xx	xx
Europe	xx	xx	xx	xx
Asia Pacific	xx	xx	xx	xx
Latin America	xx	xx	xx	xx
MEA	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 10. Global consumer electronics market, by region, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
North America	xx	xx	xx	xx	xx	xx	xx	**xx%**
Europe	xx	xx	xx	xx	xx	xx	xx	**xx%**
Asia Pacific	xx	xx	xx	xx	xx	xx	xx	**xx%**
Latin America	xx	xx	xx	xx	xx	xx	xx	**xx%**
MEA	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

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The improvement in the global economic conditions has led to the increase in the disposable income across the world. Consumers in certain regions such as North America and Europe are placing a high focus on luxury goods with high brand value. For instance, consumers in these regions are more inclined to adopt Apple products such as smartphones, laptops, earphones & headphones as compared to the other regions. Furthermore, the early adoption of such devices is very high in such regions.

xxxx

TABLE 13. Global consumer electronics market, by product, 2016 - 2019 (Million Units)

Segment	2016	2017	2018	2019
Audio & video equipment	xx	xx	xx	xx
Major Household appliance	xx	xx	xx	xx
Small household appliance	xx	xx	xx	xx
Digital photo equipment	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 14. Global consumer electronics market, by product, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Audio & video equipment	xx	xx	xx	xx	xx	xx	xx	**xx%**
Major Household appliance	xx	xx	xx	xx	xx	xx	xx	**xx%**
Small household appliance	xx	xx	xx	xx	xx	xx	xx	**xx%**
Digital photo equipment	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Electric household appliances market is expected to witness a significant growth over the forecast timeline due to the rising disposable income of individuals in Asia Pacific. The increasing demand for air conditioners, refrigerators, and washing machines, can be attributed to the improving living standards and increasing number of households across the globe.

xxxx

2.1.4 Application trends

TABLE 15. Global consumer electronics market, by application, 2016 - 2019 (USD Billion)

Segment	2016	2017	2018	2019
Personal	xx	xx	xx	xx
Professional	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 16. Global consumer electronics market, by application, 2020 - 2026 (USD Billion)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Personal	xx	xx	xx	xx	xx	xx	xx	**xx%**
Professional	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 17. Global consumer electronics market, by application, 2016 - 2019 (Million Units)

Segment	2016	2017	2018	2019
Personal	xx	xx	xx	xx
Professional	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 18. Global consumer electronics market, by application, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Personal	xx	xx	xx	xx	xx	xx	xx	**xx%**
Professional	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Professional application segment is anticipated to experience substantial growth owing to the high emphasis on providing protective equipment such as headphones. The requirement of constant communication in sectors such as the military, construction, public safety, etc. is

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driving demand for professional headphones in the market. The high noise exposure to continuous loud sounds can have long-lasting negative impacts on the hearing of the workforce. Miniaturization of the equipment and technological advancements such as the development of ear canal earphones, active and passive noise cancelling devices, and the improvement of connectivity technologies is anticipated to propel the demand in the professional segment.

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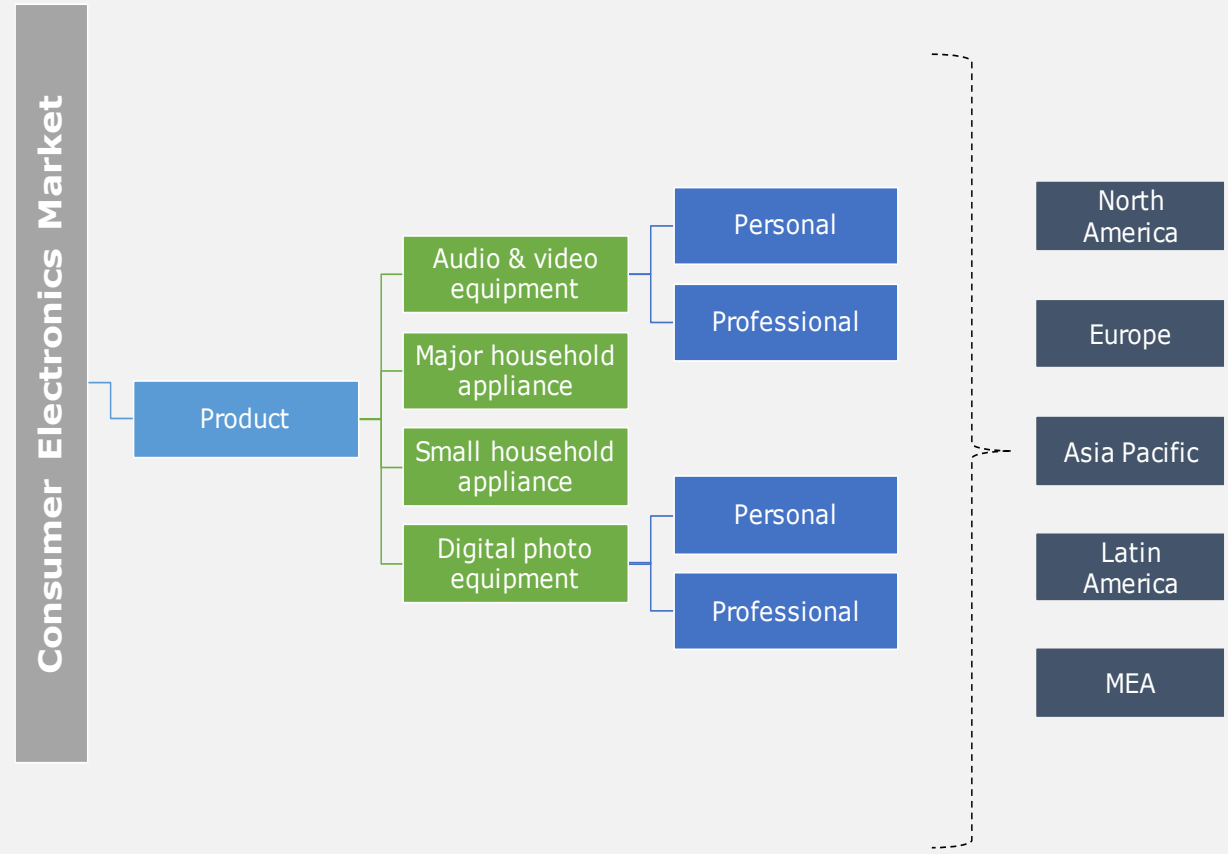
Chapter 3 Consumer Electronics Industry Insights

3.1 Industry segmentation

FIG. 1 Industry segmentation



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3.2 Industry landscape, 2019 - 2026

FIG. 2 Global consumer electronics market, 2016 – 2026 (USD Billion)

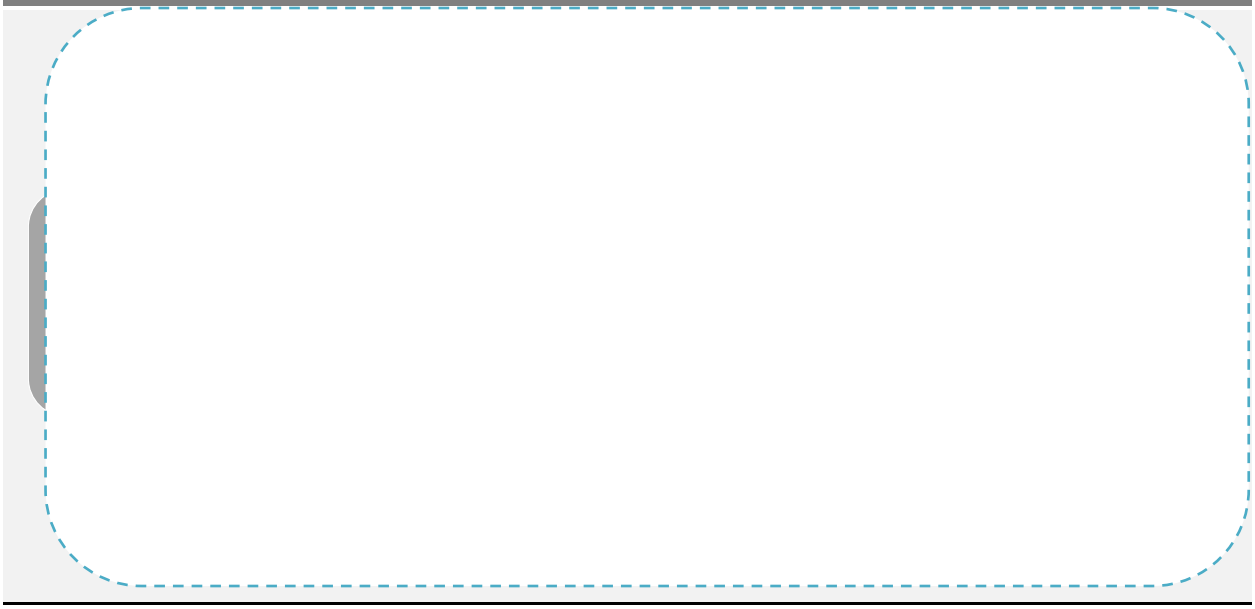
The global consumer electronics industry has been witnessing a moderate growth in sectors including smartphones, earphones & headphones, speakers, and household appliances owing to rising technical advancements in the sectors. The growth is also characterized by the improving economic conditions of individuals coupled with technological advancements for energy-efficient appliances.

Note: The section will provide the detail landscape of the consumer electronics market, which will also include the trends such as smartphone, household appliance usage by regions

xxxx

3.3 Industry ecosystem analysis

FIG. 3 Industry ecosystem analysis



The key players operating in the consumer electronics market together with other associated companies are involved in every stage of the ecosystem from pre-production procurement of raw materials and parts to after-sales customer services. To support the global ecosystem, a complete set of back-office services is essential, which is providing various management services, utilities, and research and development for new products, which are helping the companies to maintain competitiveness. Service companies owned by groups are contributing to product designs by collecting feedback from customers and user experiences.

xxxx

3.4 Technological and innovation landscape

3.4.1 Household equipment

3.4.1.1 NFC technology

Various manufacturers are implementing Near Field Communication (NFC)-enabled appliances that enable users to track the efficiency and the condition of their kitchen appliances via an NFC smartphone loaded with applications. The appliance is integrated with processors and sensors that track the conditions of the appliance, which is connected to an NFC RFID tag, which conveys the information when cross-examined by an NFC reader.

Note: The section will provide detailed description of technological trends and advancements that are impacting the consumer electronics market

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

3.5 Regulatory landscape

3.5.1 U.S.

3.5.1.1 Consumer Product Safety Act

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Note: The section will provide the detailed regulatory landscape information regarding the laws affecting the market pertaining to production of these devices, copyright laws, and regulations across all the regions including U.S., Europe, China, Russia

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3.6 Industry impact forces

TABLE 19. Industry impact forces

Growth driver	Short term	Medium term	Long term
Driver 1	xx	xx	xx
Driver 2	xx	xx	xx
Driver 3	xx	xx	xx
Driver 4	xx	xx	xx
Driver 5	xx	xx	xx
Industry pitfall	**Short term**	**Medium term**	**Long term**
Pitfall 1	xx	xx	xx
Pitfall 2	xx	xx	xx
Pitfall 3	xx	xx	xx

3.6.1 Growth drivers

3.6.1.1 Audio and video equipment

3.6.1.1.1 Technological advancements in earphones & headphones market

Earphone and headphone technology has come a long way since the early days of Walkman. They have now become a necessity rather than a luxury. With the current technological advancements, earphones and headphones have become a common sight on everyone from different age groups to commuters, owing to the ease of listening to music anytime and anyplace.

xxxx

3.7 Growth potential analysis

FIG. 4 Growth potential analysis

Growth potential denotes the revenue opportunity offered by the segment while the ability to capture denotes the potential of a new entrant to capture the market share, taking into consideration the intensity of competition. The bubble size represents the present revenue.

Smartphones accounted for the largest share of the consumer electronics market and is expected to witness a significant growth over the forecast timeline. Increasing penetration of smartphones across the globe can be attributed to the availability of advanced features such as fingerprint scanners, facial recognition scanners, high-resolution display, and powerful camera systems.

xxxx

3.8 Porter's analysis

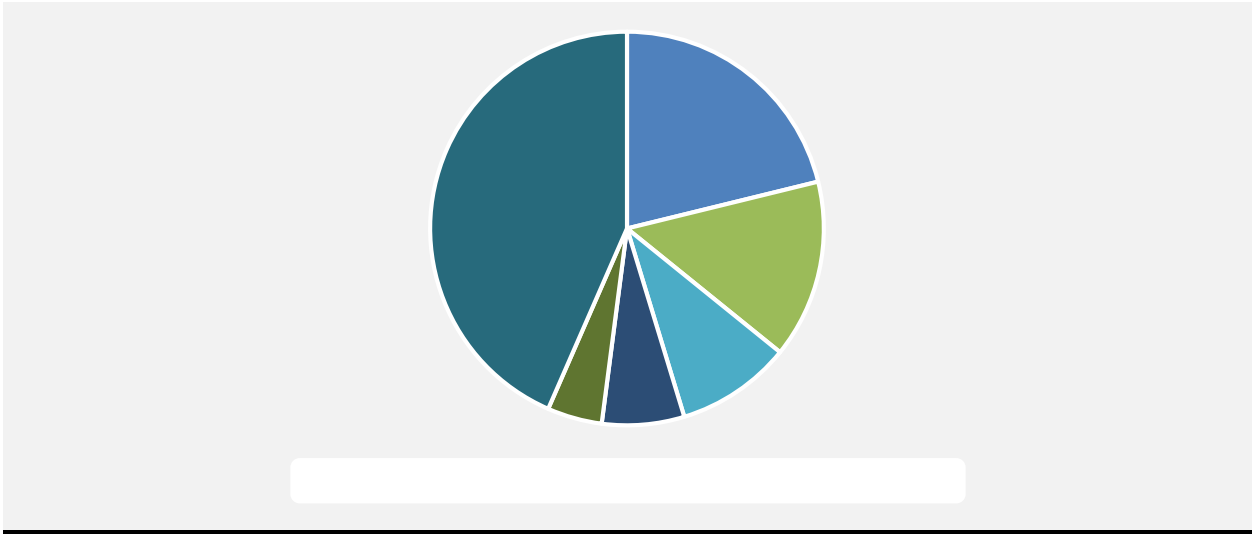
FIG. 5 Porter's analysis

Threat of new entrants (xx → xx)
xxxx

3.9 Company market share analysis, 2019

3.9.1 Smartphones

FIG. 6 Smartphone company market share, 2019

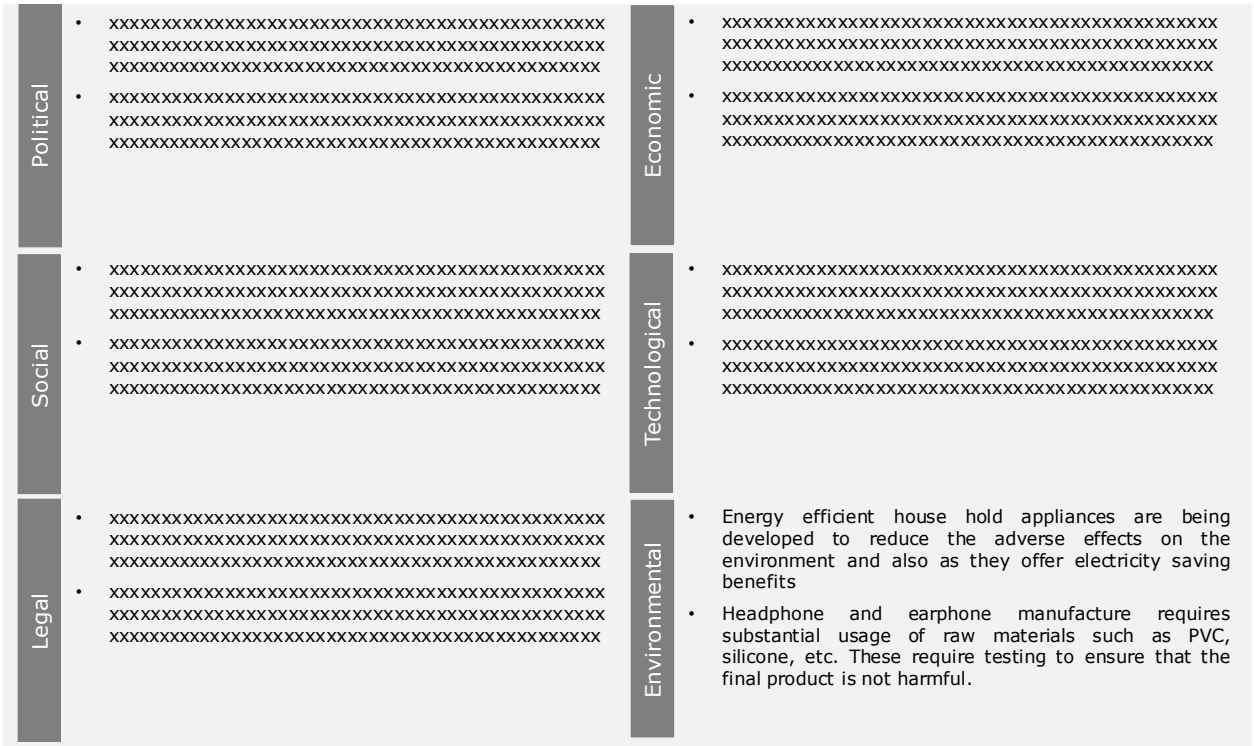


The major companies operating in the consumer electronics market are Apple, Samsung, Huawei, LG Electronics, Sony Corporation, Bose, Sonos, Sennheiser, AB Electrolux, Haier, Canon, Nikon, GoPro, etc.

xxxx

3.10 PESTEL analysis

FIG. 7 PESTEL analysis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Chapter 4 Consumer Electronics Market, By Product

4.1 Key trends by product

- The household appliance market is projected to experience a high growth during the forecast timeframe owing to the rising demand for IoT connected devices. Consumers using traditional systems are anticipated to increasingly switch to using smart devices, such as TVs and speakers, primarily in the Western countries.
- xxxx

TABLE 23. Audio & video equipment market size, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Million Units	xx	xx	xx	xx	xx	xx	xx	xx%

Please note: *The above data will be available for all the consumer electronics market segments mentioned in the table of contents for all the regional level markets.*

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Chapter 5 Consumer Electronics Market, By Application

5.1 Key trends by application

- Segmentation of the application segment indicates that the professional sub-segment is anticipated to exhibit high growth during the forecast time-frame. A key factor promoting to the increase in demand is the rise in construction activities such as development projects of airports, entertainment hubs, restaurants, and public spaces which makes use of these systems.
- xxxx

TABLE 26. Personal application market size, 2016 - 2019 (Million Units)

Segment	2016	2017	2018	2019
Million Units	xx	xx	xx	xx

TABLE 27. Personal application market size, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Million Units	xx	xx	xx	xx	xx	xx	xx	xx%

Please note: *The above data will be available for all the consumer electronics market segments mentioned in the table of contents for all the regional level markets.*

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Chapter 6 Consumer Electronics Market, By Region

6.1 Key trends by region

- Wide scale residential and commercial development projects is aiding in the growth of the consumer electronics market. This trend is highly amplified in the South-East Asian countries such as the construction of the Beijing Daxing Airport. Additionally, rapid urbanization has led to consumers shifting away from rural and semi-rural locations. This demand is further streamlined by the increase in global economic conditions and the higher dependence on technology for the operations of every-day activities.
- xxxx

TABLE 29. North America market estimates by product, 2020 - 2026 (USD Billion)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Audio & video equipment	xx	xx	xx	xx	xx	xx	xx	**xx%**
Major Household appliance	xx	xx	xx	xx	xx	xx	xx	**xx%**
Small household appliance	xx	xx	xx	xx	xx	xx	xx	**xx%**
Digital photo equipment	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 30. North America market estimates by product, 2016 - 2019 (Million Units)

Segment	2016	2017	2018	2019
Audio & video equipment	xx	xx	xx	xx
Major Household appliance	xx	xx	xx	xx
Small household appliance	xx	xx	xx	xx
Digital photo equipment	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 31. North America market estimates by product, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Audio & video equipment	xx	xx	xx	xx	xx	xx	xx	**xx%**
Major Household appliance	xx	xx	xx	xx	xx	xx	xx	**xx%**
Small household appliance	xx	xx	xx	xx	xx	xx	xx	**xx%**
Digital photo equipment	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

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6.2.2 Market estimates and forecasts by application, 2019 - 2026

TABLE 32. North America audio & video equipment market estimates by application, 2016 - 2019 (USD Billion)

Segment	2016	2017	2018	2019
Personal	xx	xx	xx	xx
Professional	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 33. North America audio & video equipment market estimates by application, 2020 - 2026 (USD Billion)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Personal	xx	xx	xx	xx	xx	xx	xx	**xx%**
Professional	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 34. North America audio & video equipment market estimates by application, 2016 - 2019 (Million Units)

Segment	2016	2017	2018	2019
Personal	xx	xx	xx	xx
Professional	xx	xx	xx	xx
Total	**xx**	**xx**	**xx**	**xx**

TABLE 35. North America audio & video equipment market estimates by application, 2020 - 2026 (Million Units)

Segment	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-26)
Personal	xx	xx	xx	xx	xx	xx	xx	**xx%**
Professional	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

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Chapter 7 Company Profiles

7.1 AB Electrolux

7.1.1 Business Overview

Snapshot	
Headquarters	Sweden
Year of establishment	1919
Employees	Over 55,000 (as of 2016)
Regional presence	Global
D-U-N-S Number	35-394-8151
Traded	ELUX A (Stockholm Stock Exchange)

AB Electrolux manufactures household appliances worldwide and operate through three main segments, major appliances, small appliances, and professional products. Major appliances include refrigerators, dryers, freezers, washing machines, dishwashers, room air conditioners, and microwave ovens. Small appliances consist of vacuum cleaners and other small appliances. Professional products have two operating segment food service equipment and laundry solutions. The company's brand portfolio includes Electrolux, Frigidaire, Tappan, Eureka, Kelvinator, White-Westinghouse, and Sanitaire. AB Electrolux is globally present in Europe, the Middle East, Africa, North America, and Latin America. In 2016, the company approximately had 55,400 employees. It has its presence in 150 countries.

As on 2011, AB Electrolux had production facilities in 19 countries and highly-productive modern plants have been built in recent years in Asia, Eastern Europe, and Latin America. The company is continuing to improve its operational excellence by improving its manufacturing capacity and reducing operational costs. In 2014, 70% of the household appliances were manufactured in low-cost areas. In 2014, the total capacity utilization exceeded by 60% and refrigerator production was concentrated in the Asia Pacific region. GT Nexus provides cloud technology platform and transportation capabilities to the company. The R&D cost amounted to 2.6% of the net sales in 2015.

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Market Segment Appliances	North America	Latin America	Europe	Australia
Ultra-Luxury	Electrolux Grand Cuisine			
Premium	Electrolux	Electrolux	Electrolux AEG	Electrolux
Mass Market	• Frigidaire • Eureka	• Electrolux • Frigidaire	Zanussi Regional brands	Westinghouse Regional brands

7.1.2 Financial Data

Years	2016	2017	2018
Net Sales	USD 14.15 Billion	USD 14.12 Billion	USD 14.28 Billion
Gross Profit	USD 2.95 Billion	USD 2.98 Billion	USD 2.67 Billion
Income Before Tax	USD 652.3 Million	USD 814.5 Million	USD 562.5 Billion

7.1.3 Product Landscape

Products	Features
Refrigerators and Freezers: • Ecostore Touch 670 - 1430 Liters	• Back to front forced air flow and removable air conveyors provide even temperature distribution and fast cooling in any conditions • Internal structure with numerous charging positions available to host grids, ensuring higher net capacity and a greater storage space • Large storage area suitable to contain 2/1 GN grids or shelves on anti-tilt runners
Digital Cabinets 400 Liters	• Digital control panel allowing the easy and precise setting and control of the internal temperature • Shelf runners are thermoformed and are incorporated in the internal structure to be easily cleanable • Whole interior cell with rounded corners is white thermoformed polystyrene, which is impact-resistant
Digital Cabinets 160 Liters	• Suitable for use in ambient temperatures of up to 43 °C • Very quiet operation: noise level less than 45 dB (A) • Shelf runners are thermoformed and are incorporated in the internal structure to be easily cleanable

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1077.20	• Offer unmatched capacity, increased energy efficiency, and silent operation • 55% less energy consumption, it guarantees lower running costs and respects the environment • 50% lower noise level designed for a kitchen yet perfect for a library, it guarantees a better working environment
Washers • EFLS617STT • EFLS617SIW • EFLS517STT • EFLS517SIW • EIFLS20QSW	• Fast Wash • Removes tough stain • Energy star certified
Dryers • EFMG617STT • EFMG617SIW • EFME617STT • EFME617SIW	• Instant refresh cycles • Fast dry • Energy star certified
Microwaves • EW30SO60QS • EI30BM60MS • EI30SM35QS • EI24MO45IBEI30MO45TB	• Easy-to-clean interiors • Control lockout • Convection cooking
Dishwashers • EI24ID50QS • EI24CD35RS • EW24ID80QS • EW24ID70QT • EI24ID81SS	• Easy lift adjustable racks • Fast wash cycle • Luxury dry system
Blenders • ELJB74D9PS • ELHB10B9PS	• Intelligent pre-set programs • Easy to wipe clean • LED display
Air conditioners • S18L5R • S12L5R • S12L5W	• Copper coils • MPRI technology • Speed settings

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7.1.4 Strategic Outlook

- In May 2017, AB Electrolux Home Products (EHP) announced the release of a range of major household appliance accessories in New Zealand and Australia designed to optimize consumer use
- In May 2017, AB Electrolux Professional announced the launch of professional cooking systems designed for the residential purposes in the U.S. The systems combine sleek design with modern technology that aids domestic chefs to achieve better results.
- In June 2016, AB Electrolux acquired a wine cabinet company, Vintec to capture the Asia Pacific growing market
- In April 2016, AB Electrolux introduced blast chillers for household and other innovations in tastes
- In March 2014, AB Electrolux opened a new R&D center in Charlotte, North Carolina

7.1.5 SWOT Analysis

FIG. 8 SWOT Analysis, AB Electrolux

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Note: The final report will contain profiles of the following companies based on the above-mentioned attributes (company overview, revenue, product and strategic developments):

7.2 Acer, Inc.

7.3 Apple Inc.

7.4 Best Buy Co., Inc.

7.5 Bose Corporation

7.6 Canon, Inc.

7.7 David Clark Inc.

7.8 Dell Inc.

7.9 Fujifilm Corporation

7.10 Fujitsu

7.11 General Electric

7.12 Gionee Communication Equipment Co., Ltd.

7.13 Google, Inc.

7.14 GoPro, Inc.

7.15 Haier Corporation

7.16 Hisense Kelon Electrical Holdings Co., Ltd.

7.17 Hitachi, Ltd.

7.18 Hewlett-Packard Company

7.19 Huawei Technologies Co., Ltd.

7.20 iON Worldwide LLC

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7.21 JVCKenwood Corporation

7.22 Koninklijke Philips N.V. (E & H)

7.23 Lenovo Inc.

7.24 Logitech International S.A.

7.25 LG Corporation

7.26 Meizu Telecom Equipment Co., Ltd.

7.27 Microsoft Corporation

7.28 Micro-Star International Co., Ltd.(MSI)

7.29 Nikon Corporation

7.30 Olympus Corporation

7.31 Oneplus

7.32 OPPO

7.33 Panasonic Corporation

7.34 Robert Bosch GmbH

7.35 Samsung Electronics Co., Ltd.

7.36 Sharp Corporation

7.37 Sennheiser Electronic

7.38 Sonos, Inc.

7.39 Siemens AG

7.40 Skyworth Digital Holdings Ltd.

7.41 Sony Corporation

7.42 TCL Corporation

7.43 Toshiba Corporation

7.44 Vivo Communication Technology Co. Ltd.

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7.45 Walton Group

7.46 Whirlpool Corporation

7.47 ZTE Corporation

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