

China Home Appliance Industry Report, 2009-2010



In early 2009, with the issuance and implementation of China's policies for promotion of home appliances in rural areas, home appliance replacement, energy-saving products and projects that benefit people, the sales volume of home appliances (including color TV sets, refrigerators, washing machine) began to rebound in China. The policy of promoting home appliances in rural areas stimulated rural consumption, which greatly boosted the growth of the industry. In 2009, the home appliance industry achieved total profit of RMB29.5 billion in 2009, up 50% from a year earlier; the profit margin rose from 3.0% to 4.7%.

In Q1 2010, home appliance industry continued the momentum of rapid recovery since Q4 2009. The sales revenue grew by 31.3% against the same period of last year, the total output value of new products rose by 35.3% year-on-year, the output/sale ratio was 95.8%, and the total export value increased by 15.16% year-on-year. The output of refrigerators reached 15.963 million sets, a 27.40% YoY rise; 3.693 million home freezers were produced, up 40.4% year-on-year; 23.757 million air conditioners were made, up 30.0% year-on-year; 14.386 million sets of household washing machine were produced, up 40.7% compared to the same period of last year.

In Q1 2010, 16.033 million sets of home appliances were sold in China, as a part of the home appliance promotion plan in rural areas, up 4.9 times year-on-year, bringing the revenue of RMB31.67 billion, increasing by 6.9 folds. By home appliance sold in rural areas in the first quarter of 2010, RMB11.3 billion came from color TV sets, RMB9 billion from refrigerators, RMB4.2 billion from washing machine, with quarter-on-quarter growth rate of 33%, 35% and 29% respectively. Owing to the home appliance replacement policy, the sales volume and revenue of new home appliances grew by 60.9% and 61.6% respectively over Q4 of last year; in March, 57,000 sets of new home appliances sold out every day.

1 TV Set

In 2009, 99.66 million color TV sets were produced in China, up 9.3% from a year earlier; wherein, the output of LCD TV sets grew 85.2%. Besides, the sales volume of color TV sets in 2009 got to 39.50 million in Chinese market, up 10.5% from a year earlier; of which 25.5 million LCD TV sets sold out, accounting for a rising share of 67.02% in the overall TV sales volume from 32.84% in 2008. A new round of replacement has begun, and the future TV market still has great potentials. Internet TV, 3D TV and LED TV will be the highlights in the market. Hisense has advanced LCD TV technology; in LCD TV market, Hisense's share increased from 13.1% in 2008 to 19.8% in 2009, taking the first place in the industry; in TV set market, its share rose from 14% in 2008 to 17.2 %, following 18.3% of TCL.

2 Washing Machine

In 2009, 49.4 million sets of washing machine were produced in China, up 13% from a year earlier; 26.8 million sets were sold domestically in China, up 12% year-on-year. In washing machine industry, brand concentration degree is quite high. In April 2010, Haier and Midea enjoyed a respective share of 27.6% and 23.9% in Chinese washing machine market. Washing machine export market is still dominated by foreign capital. Haier maintains the first position in the industry, but it has a lower year-on-year growth rate for sales volume than the market average. After being integrated by Midea, the sales growth rate of Little Swan and Royalstar reached 81% and 33% respectively, far higher than the industry average of 17.7% in China.

3 Refrigerator

In 2009, 60.64 million refrigerators were produced in China, up 28% from a year earlier; and the sales volume hit 59.98 million sets, a 26% YoY rise. In cities, the change of product mix was the biggest highlight in 2009. The consumption of medium and high-end refrigerators took a rapidly rising proportion. The markets in first-tier and second-tier cities showed strong recovery. In rural areas, the promotion of home appliances also made remarkable achievements. During the first three quarters of 2009, the sales volume of Haier's refrigerators in rural areas accounted for 32% of the total sales volume of refrigerator brands in the countryside, ranking first. Yet, Haier's market shares in Mar.2010 fell sharply from February. Midea, Hisense and Meiling grabbed Haier's shares.

4 Air-Conditioner

In 2009, 81.53 million air-conditioners were produced in China, down 4.1% from a year earlier; and the sales reached 80.70 million ones, down 5.2% year-on-year. In H2 2009, the government granted the subsidies of RMB300-800 for the first and secondary energy-efficient air-conditioners. Since then, high energy-efficient air-conditioners have been produced in large scale rapidly, becoming the mainstream products in the market. Variable Frequency air-conditioners arose, and major manufacturers quickly launched such products.

After their adjustments in product structure, GREE and Midea made great efforts in variable frequency air-conditioner and the promotion of home appliances in rural market, and they both achieved growth in each type of product. In Sep. 2009, GREE enjoyed 47% shares in rural air conditioner market, 16 percentage points higher than that of Midea. Due to the channel structure, foreign brands did not develop well in the third and fourth-tier markets, the proportion of their sales volume decreased considerably.

5 Microwave Ovens

In 2009, 60.38 million microwave ovens were produced in China, down 4.7% from a year earlier; the export volume amounted to 44.9 million units, decreasing by 7.6% year-on-year. Europe, the United States and other developed countries are the major consumers of microwave ovens, while China is a potential consumer. In China, 100 urban families have 60 microwave ovens, but 100 rural families only have less than 20 units. Glanz and Midea are still the most notable brands; in Mar 2010, among 10 best-selling models of microwave ovens, 5 were produced by Glanz and the other 5 by Midea.

The report first studies the industrial environments and overall operation of China home appliance industry in 2009 and 2010, and then makes a detailed analysis on the markets of TV set, washing machine, refrigerator, air-conditioner, microwave oven and other household appliances as well as development trends in terms of production and marketing structure, brand competition pattern and key enterprises.

Table of Contents

- **1 Environments for China Home Appliance Industry**
- 1.1 Policies
- 1.1.1 New Efficiency Standards for Air Conditioning
- 1.1.2 Extended Areas of Implementing Home Appliance Replacement
- 1.1.3 Freight Subsidy Increase of Home Appliance Replacement Enterprises
- 1.1.4 Widening Scope of Subsidies for Home Appliances Promoted in Rural Areas
- 1.1.5 Adjustments in the Policy of Subsidies for High Energy-Efficient Air-conditioner
- 1.1.6 Promotion of Energy-Efficient Products
- 1.2 Home Appliance Industry and Macro-economy
- 1.2.1 Comparison between Price Index of Home Appliances (including Related Services) and CPI
- 1.2.2 Number of Home Appliances Owned by Urban and Rural Residents
- **2 Overall Operation of Home Appliance Industry, 2009-2010**
- 2.1 Overall Scale
- 2.2 Operation
- 2.3 Trends
- **3 TV Set Market**
- 3.1 Overview
- 3.1.1 Production
- 3.1.2 Marketing
- 3.1.3 Production and Marketing Structure
- 3.2 CRT TV
- 3.2.1 Production
- 3.2.2 Marketing
- 3.3 LCD TV
- 3.3.1 Production & Marketing
- 3.3.2 Export
- 3.4 PDP TV
- 3.4.1 Production
- 3.4.2 Marketing

- 3.5 Brand Competition
- 3.6 Key Enterprises
- 3.6.1 Hisense
- 3.6.2 TCL
- 3.6.3 Changhong
- 3.6.4 KONKA
- 3.6.5 Skyworth Digital
- 3.6.6 SVA
- 3.6.7 Xoceco

- **4 Washing Machine Market**

- 4.1 Production
- 4.2 Marketing
- 4.2.1 Marketing in China
- 4.2.2 Export
- 4.3 Brand Competition
- 4.4 Key Enterprises
- 4.4.1 Little Swan
- 4.4.2 Sanyo
- 4.4.3 Haier
- 4.4.4 Little Duck

- 4.4.5 Whirlpool

- **5 Refrigerator Market**

- 5.1 Production
- 5.2 Marketing
- 5.2.1 Marketing in China
- 5.2.2 Export
- 5.3 Prices and Market Shares of Brands
- 5.4 Key Enterprises
- 5.4.1 Meiling
- 5.4.2 Aucma
- 5.4.3 Sanhua
- 5.4.4 Haier

- **6 Air-Conditioner Market**

- 6.1 Supply and Demand
- 6.1.1 Production
- 6.1.2 Import
- 6.2 Marketing
- 6.2.1 Marketing in China
- 6.2.2 Export

- 6.3 Key Enterprises
 - 6.3.1 GREE
 - 6.3.2 Midea
 - 6.3.3 Hisense Kelon
 - 6.3.4 Changfa
 - 6.3.5 Chunlan
- **7 Microwave Oven Market**
 - 7.1 Production
 - 7.2 Marketing
 - 7.3 Glanz
 - 7.3.1 Profile
 - 7.3.2 Development Strategies
 - 7.4 Midea
- **8 Other Home Appliances**
 - 8.1 Induction Cooker
 - 8.2 Electric Rice Cooker
 - 8.3 Dust Collector
 - 8.4 Electric Water Heaters
 - 8.5 Electric Water Dispenser
 - 8.6 Range Hood
 - 8.7 Electric Baking Appliance
 - 8.8 Electric Fan
 - 8.9 Key Enterprises
 - 8.9.1 SUPOR
 - 8.9.2 Joyoung
 - 8.9.3 Yankon Group
 - 8.9.4 Elec-Tech
 - 8.9.5 Elecpro

Selected Charts

- Comparison between Price Index of Home Appliances (including Related Services) and CPI, May, 2005-Mar. 2010
- Number of Home Appliances Owned by Urban Residents (Per 100 Households) by Quarter, Dec. 2000- Dec. 2009
- Number of Home Appliances Owned by Rural Residents (Per 100 Households) by Quarter, Dec. 2000- Dec. 2009
- Revenue of Home Appliance Manufacturing, Dec. 2008-Feb. 2010
- Sales Output Value and Growth Rate of China Home Appliance Industry, 2008-Q1 2010
- Total Assets of Home Appliance Manufacturing, Feb. 2009-Feb. 2010
- Number of Home Appliance Manufacturers and Employees, Feb. 2009-Feb. 2010
- Monthly Output of TV Sets in China, Jan. 2009-Apr. 2010
- Quarterly Sales Volume of TV Sets in China, 2004-2010
- Export Growth Rate of TV Set, Refrigerator and Washing Machine in China, 2009
- Monthly Export Volume of TV Sets in China, Jan. 2009-Apr. 2010
- Quarterly Sales/Output Ratio and Inventory of Color TV Set, 2004-2010
- Number of TV Sets Owned by Urban and Rural Residents (Per 100 Households), 1995-2008
- Sales Volume Structure of TV Sets in China, 2008-2009
- Market Shares for Monthly Sales Volume of TV Sets Promoted in Rural Areas, Q3 2009
- Monthly Output and Growth Rate of CRT TV, Jan. 2009-Mar. 2010
- Domestic Sales Volume of CRT TV in China, Jan. 2009-Mar. 2010
- Domestic Sales Volume of CRT TV and LCD TV in China by Month, 2009

- Monthly Export Volume of CRT TV, Jan. 2009-Mar. 2010
- Monthly Sales Volume of LCD TV in China, 2008-2009
- Monthly Sales Volume of LCD TV, Jan. 2009-Mar. 2010
- Monthly Output of LCD TV, Jan. 2009-Mar. 2010
- Sales Volume of Chinese and Overseas LCD TV Brands in China, Jan. 2008- Jan. 2010
- Monthly Export Volume of LCD TV and TV Set, Jan. 2009-Mar. 2010
- Export Volume of LCD TV (by Region), Jan.-Dec. 2009
- Export Volume of LCD TV (by Region) in China, Mar 2010
- Retail Volume of LCD TV (by City) in China, Jan.-Nov. 2009
- Monthly Output of PDP TV, Jan. 2009-Mar. 2010
- Sales Volume of TV (by Product), 2008 vs.2009
- Sales Volume of PDP TV in China, Jan. 2009-Mar. 2010
- Export Volume of PDP TV, Jan. 2009-Mar. 2010
- Sales Structure of Major LCD TV Brands, 2009
- Market Shares of Major LCD TV Brands in China, 2008 vs. 2009
- Proportion of LED TV in LCD TV Sales, Feb. 2009-Feb. 2010
- Market Shares of Major TV Set Brands in China, 2008 vs. 2009
- Quarterly Operating Income of Hisense Electric, Q1 2007-Q1 2010
- Gross Margin and Net Profit Margin of Hisense Electric, 2008- Q1 2009
- Operating Income of Hisense Electric by Product, 2008 vs. 2009
- Revenue of Hisense Electric by Region, 2008 vs. 2009
- Operating Income and Growth Rate of TCL GROUP, 2007-Q1 2010
- Operating Cost, Profit and Gross Margin of TCL GROUP (by Product), 2009
- Operating Income of TCL GROUP (by Region), 2009
- Operating Income of TCL GROUP (by Sector), 2009

- Operating Income of TCL GROUP (by Product), 2009
- Quarterly Operating Income of Sichuan Changhong, Q1 2007-Q1 2010
- Net Profit Margin of Sichuan Changhong, 2006-Q1 2010
- Operating Income and Cost of Sichuan Changhong (by Sector), 2009
- Operating Income, Cost and Gross Margin of Sichuan Changhong (by Region), 2009
- Operating Income and Growth Rate of Sichuan Changhong (by Product), 2009
- Occupied Shares for Domestic Sales and Export of PDP TV in China, 2009
- Occupied Shares for PDP TV Sales Volume of Changhong and Panasonic, Dec. 2009
- Quarterly Operating Income of KONKA, Q1 2008-Q1 2010
- Operating Income of KONKA (by Product), 2009
- Operating Income Growth and Structure of KONKA (by Product), 2008 vs. 2009
- Operating Income Growth and Structure of KONKA (by Region), 2008 vs. 2009
- Half-Year Operating Income of Skyworth Digital, 2007-2009
- Operating Income of SVA, 2007-Q1 2010
- Net Income of SVA, 2006-Q1 2010
- Revenue Structure of SVA (by Sector), 2009
- Revenue Structure of SVA (by Region), 2009
- Operating Income Revenue and Growth Rate of Xococo, 2006-2010
- Net Income of Xococo, 2006-2010
- Revenue Structure of Other Business, 2008-2009
- Cumulative Sales/Output Ratio and Inventory of Household Washing Machine, Sep. 2004-Mar. 2010
- Monthly Output of Household Washing Machine, Jan. 2009-Apr. 2010
- Monthly Sales Volume and Growth Rate of Washing Machine in China, Jan. 2009-Mar. 2010

- Monthly Export Volume of Washing Machine, Jan. 2009-Apr. 2010
- Annual Export Volume of Washing Machine, 2005-2010
- Monthly Export Value of Washing Machine, Jan. 2009-Apr. 2010
- Sales Volume of Washing Machine (by Brand) and Market Shares of Brands, Apr. 2009 vs. Apr. 2010
- Shopping Mall Coverage of Major Brands, Dec. 2008 vs. Mar. 2010
- Operating Income and Growth Rate of Little Swan, 2007-Q1 2010
- Gross Margin and Expenses Ratio of Little Swan, Q1 2008-Q1 2010
- Operating Income and Gross Margin of Little Swan (by Product), 2000-2009
- Operating Income and Growth Rate of Sanyo, 2006-2009
- Net profit Margin, Gross Margin and Selling Expenses Ratio of Sanyo, 2001-Q1 2010
- Marketing Structure of Sanyo, 2004-2009
- Washing Machine Structure of Sanyo, 2007-2009
- Monthly Output and Growth Rate of Household Refrigerators, Jan. 2009-Apr. 2010
- Cumulative Sales/Output Ratio and Inventory of Household Refrigerators, Sep. 2004-Mar. 2010
- Monthly Sales Volume of Refrigerators in China, Jan. 2009-Mar. 2010
- Monthly Export Volume of Refrigerators, Jan. 2009-Mar. 2010
- Monthly Prices of Refrigerators, 2007-2009
- Sales Volume Structure of Enterprises Which Promote Home Appliances in Rural Areas, Sep. 2009
- Sales Volume of Major Refrigerator Brands, Jan. 2008- Mar. 2010
- Operating Income and Cost of MeiLing, 2007-Q1 2010
- Gross Margin of MeiLing, 2007-Q1 2010
- Operating Income of MeiLing (by Product), 2008 vs. 2009
- Operating Income MeiLing (by Region), 2008 vs. 2009

- Operating Income, Cost and Gross Margin of Aucma, 2007- Q1 2010
- Operating Income of Aucma (by Product), 2008 vs. 2009
- Operating Income of Aucma (by Region), 2008-2009
- Operating Income and Profit of Sanhua, 2007- Q1 2010
- Operating Income and Cost of Sanhua (by Product), 2009
- Operating Income of Sanhua (by Product), 2009
- Operating Income of Sanhua (by Region), 2009
- Operating Income and Growth Rate of Haier, 2007-2010
- Net Income and Growth Rate of Haier, 2007-2010
- Operating Income of Haier (by Product), 2007-2009
- Monthly Output of Air Conditioners in China, Jan. 2009-Apr. 2010
- Monthly Import Volume of Air Conditioners in China, Jan. 2009-Mar. 2010
- Monthly Import Value of Air Conditioners in China, Jan. 2009-Mar. 2010
- Monthly Export of Air Conditioners in China, 2006-2009
- Monthly Sales Volume of Air Conditioners in China, Jan. 2009-Apr. 2010
- Occupied Share for Sales Volume of Variable Frequency Air Conditioners in China, Jan. 2009-Feb. 2010
- Cumulative Sales/Output Ratio and Inventory of Air Conditioners, Sep. 2004-Mar. 2010
- Monthly Export Volume of Air Conditioners in China, Jan. 2009-Apr. 2010
- Export Volume of China-made Air Conditioners by Continent, Mar. 2010
- Monthly Export Volume Growth Rate of Major Air-Conditioners Exporting Regions in China, Jan. 2007- Mar. 2010
- Annual Export Volume and Growth Rate of China-made Air Conditioners, 2001-2010
- Export and Import Prices of China-made Air Conditioners, Jan. 2009-Mar. 2010
- Operating Income and Net Income of GREE', 2007-Q1 2010

- Operating Income of GREE (by Product), 2008 vs. 2009
- Operating Income of GREE (by Region), 2008 vs. 2009
- Operating Income and Net Income of Midea, 2005-2009
- Operating Income and Profit of Midea (by Product), 2008 vs. 2009
- Operating Income of Midea (by Region), 2008 vs. 2009
- Operating Income and Growth Rate of Hisense Kelon, 2007-2010
- Operating Income of Hisense Kelon (by Product), 2008 vs. 2009
- Operating Income of Changfa (by Product), 2007-2009
- Operating Income of Changfa (by Product), 2009
- Gross Profit of Changfa (by Product), 2009
- Operating Income and Growth Rate of Chunlan, 2007-2009
- Net Income of Chunlan, 2007-2009
- Monthly Output of Microwave Ovens, Jan. 2009-Mar. 2010
- 10 Best-selling Models in Microwave Oven Market by Sales Volume, Mar. 2010
- Number of Microwave Ovens Owned by Per 100 Urban Families, 1999-2009
- Number of Microwave Ovens Owned by Per 100 Urban Families (by Region), End of 2008
- Sales Volume of Microwave Ovens in Rural Areas, H2 2009
- Monthly Export Volume and Growth Rate of China-made Microwave Ovens, Jan. 2009-Apr. 2010
- Monthly Export Value and Growth Rate of China-made Microwave Ovens, Jan. 2009-Apr. 2010
- Induction Cooker Market Structure in China (by Brand), 2009
- Monthly Sales Volume of Induction Cookers in Rural Areas, H2 2009
- Monthly Export Volume of Induction Cookers, 2008-2010

- Monthly Output of Electric Rice Cookers, Jan. 2009-Apr. 2010
- Accumulative Output and Growth Rate of Electric Rice Cookers, Jan. 2009-Apr. 2010
- Monthly Output of Dust Collectors, Jan. 2009-Apr. 2010
- Monthly Output of Electric Water Heaters, Jan. 2009-Apr. 2010
- Monthly Output of Electric Water Dispensers, Jan. 2009-Apr. 2010
- Monthly Output of Range Hood, Jan. 2009-Apr. 2010
- Monthly Output of Electric Baking Appliances, Jan. 2009-Apr. 2010
- Monthly Output of Electric Fans, Jan. 2009-Mar. 2010
- Accumulative Output and Growth Rate of Electric Fans, Jan. 2009-Mar. 2010
- Operating Income and Growth Rate of SUPOR, 2006-2010
- Net Income and Growth Rate of SUPOR, 2006-2010
- Operating Income of SUPOR (by Sector), 2007-2009
- Operating Income of Joyoung, 2007-2010
- Net Income of Joyoung, 2007-2010
- Operating Income of Joyoung (by Product), 2007-2009
- Operating Income and Growth Rate of Yankon Group, 2007-2010
- Net Income and Growth Rate of Yankon Group, 2007-2010
- Operating Income of Yankon Group (by Product), 2008 vs. 2009
- Operating Income of Yankon Group (by Region), 2008 vs. 2009
- Operating Income and Growth Rate of Elec-Tech, 2006-2010
- Net Income of Elec-Tech, 2006-2010
- Prime Operating Revenue of Elec-Tech (by Product), 2008 vs. 2009
- Operating Income of Elecpro, 2006-2010
- Net Income of Elecpro, 2006-2010

How to Buy

Product details			How to Order
	USD	File	By email: report@researchinchina.com
Single user	2,400	PDF	By fax: 86-10-82601570
Enterprisewide	3,600	PDF	By online: www.researchinchina.com
Publication date: July 2010			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			