

Large Kitchen Appliances - China - 2022

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This report looks at the following areas:

- Ownership and purchasing interest in large kitchen appliances
- Important information channels of large kitchen appliances
- Key purchasing channels of large kitchen appliances
- Important consideration factors when purchasing large kitchen appliances
- Main frustrations consumers have in the kitchen
- Consumers' expectations for integrated cookers

Most consumers own three or more types of large appliances in the kitchen, as they are indispensable tools for cooking. Traditional appliances such as range hoods and gas stoves have reached saturation in urban areas. However, demand in rural areas will mainly drive consumption. Brands' innovations in premium upgrades of products (eg intelligent functions, integrating air-conditioning systems) and marketing approaches (eg offering appliances in sets) will be another stimulus for further development. New categories of kitchen appliances, such as integrated cookers and dishwashers, are experiencing growth momentum, with increased product recognition among consumers.

Despite the resurgence of COVID-19, consumers show increased demand to upgrade their kitchens to pursue a high-quality and healthy lifestyle. Hence, the market demand for large kitchen appliances is expected to grow at 10% in 2022. As established and specialised brands enrich their product options for consumers, the market is becoming crowded and competition intense.



"Consumers show significant interest in upgrading their kitchens with products that improve their quality of life, such as water purification equipment, integrated cookers and dishwashers. Premiumisation with intelligent features and multi-function integration serves as the primary stimulus to consumers' demand and market development."

– Binyan Yao, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key Issues covered in this Report
- Covered in this Report

EXECUTIVE SUMMARY

- The market
- Market demand for large kitchen appliances remains strong
- Mature categories slowing down while emerging categories trending up

Figure 1: Market demand of large kitchen appliances, China, 2016-22

Figure 2: Market demand of large kitchen appliances, China, by segment, , 2016-22

- Companies and brands
- Established brands explore new growth engines and emerging brands compete with star products in specific categories
- Showcase products through real use scenarios
- Spotlight health elements in the kitchen
- Offer premium solutions to optimise the cooking experience
- The consumer
- High using frequency of mature categories and strong purchase interest in emerging categories

Figure 3: Ownership and purchasing willingness of large kitchen appliances, 2022

- Aiding consumer decision making amid a wealth of information

Figure 4: Information channels when purchasing large kitchen appliances, 2022

- Utilising direct-to-consumer channels to reinforce brand loyalty

Figure 5: Purchasing channels of large kitchen appliances, 2022

- Product performance and functions matter the most

Figure 6: Purchasing factors of large kitchen appliances, 2022

- Tackling pain points at the cleaning stage in the kitchen

Figure 7: Frustrations in the kitchen, 2022

- High safety, easy cleaning, and smart features are highly expected for integrated cookers

Figure 8: Expectations for integrated cookers, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **What we think**

ISSUES AND INSIGHTS

- **Home appliances catering to the elderly**
Figure 9: Media's home appliance series for seniors, 2021
- **Exclusive omni-channel services for the elderly**
Figure 10: Senior-friendly services offered by JD, 2021
- **Integrated solutions to solve the cleaning issue in the kitchen**
Figure 11: Cleaning services of Robam, 2021

MARKET OVERVIEW

- **Market demand for large kitchen appliances remains strong**
Figure 12: Market demand of large kitchen appliances, China, 2016-22

MARKET SEGMENTATION

- **Mature categories slowing down while emerging categories trending up**
Figure 13: Market demand of large kitchen appliances, China, by segment, 2016-22
Figure 14: Growth rate of market demand of large kitchen appliances, China, by segment, 2017-22

MARKET FACTORS

- **Growth potential of traditional kitchen appliances in rural areas**
Figure 15: Ownership of range hoods among urban and rural residents, China, 2016-20
- **Increasing demand for upgrading kitchen**
Figure 16: Purchase plan of large kitchen appliances in the short term, May vs August, 2022
- **Industry standards to spur innovation and adoption of emerging products**
- **Open kitchen bringing premium market opportunities for brands**
Figure 17: Attitudes toward kitchen living, by gender and by age, 2022
- **Be mindful of changing cooking responsibilities and styles**
Figure 18: Consumers who are mainly responsible for cooking, by gender and age, 2022
Figure 19: Cooking style, by gender and age, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £3695 | \$4995 | €4400



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KEY PLAYER PERFORMANCE

- **Established brands exploring new growth engines**
Figure 20: Annual revenue of leading large kitchen appliance brands, 2019-21
- **Emerging brands competing with star products in specific categories**
Figure 21: Annual revenue of emerging large kitchen appliance brands, by category, 2021

MARKETING ACTIVITIES

- **Showcase products through real use scenarios**
Figure 22: Marssenger's integrated cooker showcased in the variety show "Back to Field", 2022
- **Spotlight health elements in the kitchen**
Figure 23: Fotile's healthy kitchen appliances, 2021
Figure 24: A kitchen fitness exercise jointly launched by Fotile and athlete, 2022
- **Stimulate interest in cooking**
Figure 25: Robam's cooking workshop, 2022

NEW PRODUCT TRENDS

- **Multi-function integration**
Figure 26: Marssenger's new integrated cooker, 2022
- **Kitchen appliances in set**
Figure 27: Robam's "four-piece set", 2021
Figure 28: Fotile's new integrated cooking centre, 2021
- **Upgrading with smart features**
Figure 29: Robam's smart features of its newly launched "four-piece set", 2021
Figure 30: Entive's smart integrated cooker, 2021
- **Uplifting kitchen experience by improving air quality**
Figure 31: Fotile integrates air-conditioning system to range hoods, 2021
Figure 32: Robam's range hoods with intelligent air purification feature, 2022
- **Innovative designs bringing new ambience to the kitchen**
Figure 33: Fotile's range hood that can be lifted and hidden in the cabinet, 2022
Figure 34: Robam's new range hoods with colourful and retro designs, 2022

OWNERSHIP AND PURCHASING WILLINGNESS

- **Majority own three or more types of large kitchen appliances**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Large Kitchen Appliances - China - 2022

Report Price: £3695 | \$4995 | €4400



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Figure 35: Repertoire analysis of large kitchen appliances ownership, 2022

- **High penetration and using frequency of mature categories**

Figure 36: Ownership and purchasing willingness of large kitchen appliances, 2022

Figure 37: Consumers who have used the following appliances at least once a week in the last 6 months, 2022

- **Emerging categories enjoy strong intent to purchase**

Figure 38: Purchase interest among non-owners of large kitchen appliances, 2022

Figure 39: Purchase interest among non-owners of dishwashers, by age, 2022

Figure 40: Ownership and purchasing willingness of integrated cookers, by monthly personal income, 2022

INFORMATION CHANNELS

- **Aiding consumer decision making amid a wealth of information**

Figure 41: Information channels when purchasing large kitchen appliances, 2022

Figure 42: Gold lists of specific kitchen appliances by JD.com, 2022

Figure 43: Awareness-to-purchase conversion rates of information channels, 2022

- **Offline experience is indispensable to shopping, especially among young consumers**

Figure 44: Referring to offline stores for information before buying large kitchen appliances, by age, 2022

- **Facilitating purchasing decision making for seniors**

Figure 45: Selected information channels when purchasing large kitchen appliances, by age, 2022

PURCHASING CHANNELS

- **Utilising direct-to-consumer channels to reinforce brand loyalty**

Figure 46: Purchasing channels of large kitchen appliances, 2022

- **Seniors adapting to shop on comprehensive shopping platforms**

Figure 47: Preferring to buy large kitchen appliances from comprehensive shopping platforms, by age, 2022

Figure 48: "Senior mode" of comprehensive shopping platforms, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Large Kitchen Appliances - China - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



PURCHASING FACTORS

- **Product performance and functions matter the most**

Figure 49: Purchasing factors of large kitchen appliances, 2022

Figure 50: Purchasing factors of large kitchen appliance among frequent users of range hoods and built-in microwave/steamer/oven, 2022

- **Range hood and gas stove sets appealing to potential buyers**

Figure 51: Complete sets of the same brand as a factor in purchasing large kitchen appliances, by categories among non-owners who are interested in buying, 2022

- **Low noise critical for seniors**

Figure 52: Low noise as a factor in purchasing large kitchen appliances, by age, 2022

FRUSTRATIONS IN THE KITCHEN

- **Tackling pain points at the cleaning stage**

Figure 53: Frustrations in the kitchen, 2022

- **Pain points vary slightly by cooking style**

Figure 54: Selected frustrations in the kitchen, by cooking style, 2021

EXPECTATIONS FOR INTEGRATED COOKERS

- **High safety, easy cleaning, and smart features are highly expected**

Figure 55: Expectations for integrated cookers, 2022

Figure 56: Safety features of Marsenger's integrated cooker, 2021

Figure 57: Cleaning features of Robam's integrated cooker, 2021

- **Potential buyers tend to be more demanding**

Figure 58: Expectation for integrated cookers, potential buyers vs owners, 2022

- **Product portfolio to meet different needs of consumer groups**

Figure 59: Selected expectations for integrated cookers, by living situation, 2022

APPENDIX – MARKET DEMAND

Figure 60: Market demand of large kitchen appliances, China, 2016–22

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviation

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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