

2012 Kitchen Electronics

Industry Analysis Report

2013.04



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Produced by IAR Team
Focus Technology Co., Ltd.



Contents

1. Major Cities/Provinces for Chinese Kitchen Electronics Industry Export	4
1.1. Major Cities/Provinces for Chinese Fruit/Vegetable Juicer Export in 2012	5
1.2. Major Cities/Provinces for Chinese Food Processor & Blender Export in 2012	5
1.3. Major Cities/Provinces for Chinese Kitchen Waste Processor Export in 2012	5
1.4. Major Cities/Provinces for Chinese Microwave Oven Export in 2012	6
1.5. Major Cities/Provinces for Chinese Induction Cooker Export in 2012	6
1.6. Major Cities/Provinces for Chinese Rice Cooker Export in 2012	6
1.7. Major Cities/Provinces for Chinese Electrical Cooker Export in 2012	7
1.8. Major Cities/Provinces for Chinese Electric Oven Export in 2012	7
1.9. Major Cities/Provinces for Other Chinese Electric Oven/Cooker/Panel, Heating Ring, Barbecue Export in 2012	7
1.10. Major Cities/Provinces for Chinese Coffee/Tea Maker Export in 2012	8
1.11. Major Cities/Provinces for Chinese Toaster Export in 2012	8
1.12. Major Cities/Provinces for Chinese Electronics Not Included Export in 2012	8
1.13. Major Cities/Provinces for Chinese Electrical/Non-electrical Refrigerator & Freezer, Heat Pump Export in 2012	9
2. Major Countries/Regions for Chinese Kitchen Electronics Industry Export in 2012	10
2.1. Major Countries/Regions for Chinese Fruit/Vegetable Juicer Export in 2012	10
2.2. Major Countries/Regions for Chinese Food Processor & Blender Export in 2012	10
2.3. Major Countries/Regions for Chinese Kitchen Waste Processor Export in 2012	10
2.4. Major Countries/Regions for Chinese Microwave Oven Export in 2012	11

Contents

2.5. Major Countries/Regions for Chinese Induction Cooker Export in 2012	11
2.6. Major Countries/Regions for Chinese Rice Cooker Export in 2012.....	11
2.7. Major Countries/Regions for Chinese Electrical Cooker Export in 2012	12
2.8. Major Countries/Regions for Chinese Electric Oven Export in 2012	12
2.9. Major Countries/Regions for Other Chinese Electric Oven/Cooker/Panel, Heating Ring, Barbecue Export in 2012	13
2.10. Major Countries/Regions for Chinese Coffee/Tea Maker Export in 2012	13
2.11. Major Countries/Regions for Chinese Toaster Export in 2012	13
2.12. Major Countries/Regions for Chinese Electronics Not Included Export in 2012	14
2.13. Major Countries/Regions for Chinese Electrical/Non-electrical Refrigerator & Freezer, Heat Pump Export in 2012	14
3. Major Countries for Global Kitchen Electronics Industry Import & Export in 2012	15
3.1. Major Countries for Global Kitchen Electronics Industry Import in 2012	15
3.1.1. Major Countries for Food Processor & Blender, Fruit/Vegetable Juicer Import from Jan. to Dec. in 2012	15
3.1.2. Major Countries for Other Household Electrical Appliances Import from Jan. to Dec. in 2012	15
3.1.3. Major Countries for Microwave Oven Import from Jan. to Dec. in 2012	15
3.1.4. Major Countries for Electric Oven/Cooker/Panel, Heating Ring, Barbecue Import from Jan. to Dec. in 2012	16
3.1.5. Major Countries for Coffee/Tea Maker Import from Jan. to Dec. in 2012	16
3.1.6. Major Countries for Toaster Import from Jan. to Dec. in 2012	16
3.1.7. Major Countries for Electronics Not Included Import from Jan. to Dec. in 2012	17
3.1.8. Major Countries for Electrical/Non-electrical Refrigerator & Freezer, Heat Pump Import from Jan. to Dec. in 2012	17

Contents

3.2. Major Countries for Global Kitchen Electronics Industry Export in 2012	18
3.2.1. Major Countries for Food Processor & Blender, Fruit/Vegetable Juicer Export from Jan. to Dec. in 2012	18
3.2.2. Major Countries for Other Household Electrical Appliances Export from Jan. to Dec. in 2012	18
3.2.3. Major Countries for Microwave Oven Export from Jan. to Dec. in 2012	18
3.2.4. Major Countries for Electric Oven/Cooker/Panel, Heating Ring, Barbecue Export from Jan. to Dec. in 2012	19
3.2.5. Major Countries for Coffee/Tea Maker Export from Jan. to Dec. in 2012	19
3.2.6. Major Countries for Toaster Export from Jan. to Dec. in 2012	19
3.2.7. Major Countries for Electronics Not Included Export from Jan. to Dec. in 2012	20
3.2.8. Major Countries for Electrical/Non-electrical Refrigerator & Freezer, Heat Pump Export from Jan. to Dec. in 2012	20
4. Data for Kitchen Electronics Industry from Made-in-China.com	21
4.1. Hot Products for Kitchen Electronics Industry from Dec. 2012 to Feb. 2013 on Made-in-China.com	21
4.2. Buyer's Distribution for Kitchen Electronics Industry in 2012 from Made-in-China.com	22

Summary

The total export value for Chinese fruit/vegetable juicer from Jan. to Dec. in 2012 was 328.133 million USD, and increased 3.1% year on year. With an export value of 54.379 million USD, the USA ranked first and occupied 16.57% of the total export value.

The major cities/provinces for Chinese microwave oven export in 2012 were Guangdong, Tianjin and Shanghai, occupied 67.34%, 19.43% and 13.17% respectively of the total export value.

1. Major Cities/Provinces for Chinese Kitchen Electronics Industry Export

Description

HS Code	Product Name	Products Included
85094010	Fruit/Vegetable Juicer	Juicer
85094090	Food Processor & Blender	Blender, Processor
85098020	Kitchen Waste Processor	Kitchen Waste Processor
85165000	Microwave Oven	Microwave Oven
85166010	Induction Cooker	Induction Cooker
85166030	Rice Cooker	Rice Cooker
85166040	Electrical Cooker	Electrical Cooker
85166050	Electric Oven	Electric Oven
85166090	Electric Oven/Cooker/Panel, Heating Ring, Barbecue, etc.	Electric Panel, Heating Ring, Barbecue
851671	Coffee/Tea Maker	Coffee Maker, Tea Maker
851672	Toaster	Toaster
851679	Electronics Not Included	Water Dispenser; Electronics Not Included
850940	Food Processor & Blender; Fruit/Vegetable Juicer	Processor, Blender, Juicer
850980	Other Household Electrical Appliances	Floor Waxing Machine; Kitchen Waste Processor; Other Household Electrical Appliances
851650	Microwave Oven	Microwave Oven
851660	Electric Oven/Cooker/Panel, Heating Ring, Barbecue, etc.	Electric Panel, Heating Ring, Barbecue
8418	Electrical/Non-electrical Refrigerator & Freezer; Heat Pump (8415 Air Conditioner Not Included)	Freezer Combination Machine, Home Refrigerator, Cabinet Freezer, Heat Pump, Refrigeration Equipment/Unit, Specially Designed Furniture for Refrigerator/Freezer, Parts

1.1. Major Cities/Provinces for Chinese Fruit/Vegetable Juicer(HS: 85094010)Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	256,786,058	78.26%
Zhejiang	39,507,810	12.04%
Fujian	20,927,078	6.38%
Jiangsu	5,310,213	1.62%
Shanghai	4,927,398	1.50%

The major cities/provinces for Chinese fruit/vegetable juicer export in 2012 concentrated in Guangdong, which occupied 78.26% of the total export value.

1.2. Major Cities/Provinces for Chinese Food Processor & Blender(HS: 85094090)Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	1,423,756,636	80.90%
Zhejiang	256,250,302	14.56%
Fujian	42,219,164	2.40%
Jiangsu	20,971,364	1.19%
Shanghai	6,402,327	0.36%

The major cities/provinces for Chinese food processor & blender export in 2012 concentrated in Guangdong, which occupied 80.9% of the total export value.

1.3. Major Cities/Provinces for Chinese Kitchen Waste Processor(HS: 85098020)Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Jiangsu	10,758,041	40.70%
Zhejiang	7,292,227	27.59%
Guangdong	6,772,656	25.62%
Fujian	930,711	3.52%
Shanghai	650,300	2.46%

The major cities/provinces for Chinese kitchen waste processor export in 2012 were Jiangsu, Zhejiang and Guangdong, occupied 40.7%, 27.59% and 25.62% respectively of the total export value.

1.4. Major Cities/Provinces for Chinese Microwave Oven(HS: 85165000) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	1,745,626,726	67.34%
Tianjin	503,655,024	19.43%
Shanghai	341,400,256	13.17%
Zhejiang	1,029,141	0.04%
Anhui	595,228	0.02%

The major cities/provinces for Chinese microwave oven export in 2012 were Guangdong, Tianjin and Shanghai, occupied 67.34%, 19.43% and 13.17% respectively of the total export value.

1.5. Major Cities/Provinces for Chinese Induction Cooker(HS: 85166010) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	241,849,886	91.95%
Zhejiang	10,924,608	4.15%
Shanghai	4,502,925	1.71%
Fujian	2,078,265	0.79%
Jiangsu	1,480,456	0.56%

The major cities/provinces for Chinese induction cooker export in 2012 concentrated in Guangdong, which occupied 91.95% of the total export value.

1.6. Major Cities/Provinces for Chinese Rice Cooker(HS: 85166030) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	497,184,089	85.79%
Zhejiang	50,894,912	8.78%
Shanghai	28,252,716	4.88%
Liaoning	1,368,868	0.24%
Fujian	708,049	0.12%

The major cities/provinces for Chinese rice cooker export in 2012 concentrated in Guangdong, which occupied 85.79% of the total export value.

1.7. Major Cities/Provinces for Chinese Electrical Cooker(HS: 85166040) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Fujian	13,859,401	50.05%
Guangdong	6,474,340	23.38%
Zhejiang	5,354,405	19.34%
Shanghai	1,383,265	5.00%
Henan	214,686	0.78%

The major cities/provinces for Chinese electrical cooker export in 2012 were Fujian, Guangdong and Zhejiang, occupied 50.05%, 23.38% and 19.34% respectively of the total export value.

1.8. Major Cities/Provinces for Chinese Electric Oven(HS: 85166050) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	569,290,800	90.95%
Zhejiang	25,427,011	4.06%
Fujian	24,201,414	3.87%
Shandong	6,048,672	0.97%
Jiangsu	617,550	0.10%

The major cities/provinces for Chinese electric oven export in 2012 concentrated in Guangdong, which occupied 90.95% of the total export value.

1.9. Major Cities/Provinces for Other Chinese Electric Oven/Cooker/ Panel, Heating Ring, Barbecue(HS: 85166090)Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Guangdong	970,797,415	59.62%
Zhejiang	458,557,577	28.16%
Jiangsu	89,987,741	5.53%
Fujian	61,901,326	3.80%
Shandong	26,706,071	1.64%

The major cities/provinces for other Chinese electric oven/cooker/panel, heating ring, barbecue export in 2012 were Guangdong and Zhejiang, occupied 59.62% and 28.16% respectively of the total export value.

1.10. Major Cities/Provinces for Chinese Coffee/Tea Maker(HS: 851671) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Shunde	409,213,977	18.25%
Shenzhen SEZ	361,837,233	16.14%
Shenzhen Others	238,543,201	10.64%
Qingyuan	173,760,193	7.75%
Yuyao	167,979,444	7.49%

The major cities/provinces for Chinese coffee/tea maker export in 2012 were Shunde and Shenzhen, occupied 18.25% and 26.78% respectively of the total export value.

1.11. Major Cities/Provinces for Chinese Toaster(HS: 851672)Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Cixi	252,633,510	25.83%
Shunde	133,339,096	13.64%
Zhangzhou	119,627,530	12.23%
Shenzhen SEZ	90,738,034	9.28%
Dongguan	74,624,645	7.63%

The major cities/provinces for Chinese toaster export in 2012 were Cixi, Shunde and Zhangzhou, occupied 25.83%, 13.64% and 12.23% respectively of the total export value.

1.12. Major Cities/Provinces for Chinese Electronics Not Included(HS: 851679)Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Zhongshan Others	363,106,349	16.80%
Cixi	253,828,796	11.75%
Shunde	207,373,225	9.60%
Shenzhen SEZ	194,501,451	9.00%
Shenzhen Others	119,585,844	5.53%

The major cities/provinces for Chinese electronics not included export in 2012 were Zhongshan and Cixi, occupied 16.8% and 11.75% respectively of the total export value.

1.13. Major Cities/Provinces for Chinese Electrical/Non-electrical Refrigerator & Freezer, Heat Pump (8415 Air Conditioner Not Included) (HS: 8418) Export in 2012 (Sorted by Value)

Cities/Provinces	Export Value (USD)	Proportion
Qingdao Others	733,724,680	10.28%
Zhongshan Others	545,756,452	7.64%
Shunde	481,674,397	6.75%
Cixi	342,257,108	4.79%
Nanhai	306,683,837	4.30%

The major cities/provinces for Chinese electrical/non-electrical refrigerator&freezer, heat pump export in 2012 were Qingdao and Zhongshan, occupied 10.28% and 7.64% respectively of the total export value.

Source: Customs Information Network

2. Major Countries/Regions for Chinese Kitchen Electronics Industry Export in 2012

2.1. Major Countries/Regions for Chinese Fruit/Vegetable Juicer(HS: 85094010)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	328,133,075	3.1%	100%
USA	54,379,082	-3.0%	16.57%
Hong Kong	37,103,079	66.9%	11.31%
Germany	19,988,825	14.1%	6.09%
United Arab Emirates	15,094,188	-9.4%	4.60%
Turkey	12,071,999	-40.1%	3.68%

The total export value for Chinese fruit/vegetable juicer from Jan. to Dec. in 2012 was 328.133 million USD, and increased 3.1% year on year. With an export value of 54.379 million USD, the USA ranked first and occupied 16.57% of the total export value.

2.2. Major Countries/Regions for Chinese Food Processor & Blender(HS: 85094090)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	1,759,987,297	18.2%	100%
USA	383,085,011	15.4%	21.77%
Germany	100,359,401	11.6%	5.70%
France	90,348,191	52.3%	5.13%
United Kingdom	85,825,055	33.1%	4.88%
Italy	74,396,782	32.6%	4.23%

The total export value for Chinese food processor & blender from Jan. to Dec. in 2012 was 1,759.987 million USD, and increased 18.2% year on year. With an export value of 383.085 million USD, the USA ranked first and occupied 21.77% of the total export value.

2.3. Major Countries/Regions for Chinese Kitchen Waste Processor(HS: 85098020)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	26,430,025	5.8%	100%
USA	20,681,219	9.4%	78.25%
Japan	1,242,173	-5.5%	4.70%
South Korea	714,429	-23.8%	2.70%
New Zealand	625,191	-0.5%	2.37%
Turkey	360,970	-32.7%	1.37%

The total export value for Chinese kitchen waste processor from Jan. to Dec. in 2012 was 26.430 million USD, and increased 5.8% year on year. With an export value of 20.681 million USD, the USA ranked first and occupied 78.25% of the total export value.

2.4. Major Countries/Regions for Chinese Microwave Oven(HS: 85165000)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	2,592,406,033	1.7%	100%
USA	813,098,411	21.8%	31.36%
Japan	208,523,365	1.0%	8.04%
Brazil	180,279,790	-1.0%	6.95%
United Kingdom	153,144,277	-5.2%	5.91%
Russian Federation	115,511,842	-13.1%	4.46%

The total export value for Chinese microwave oven from Jan. to Dec. in 2012 was 2,592.406 million USD, and increased 1.7% year on year. With an export value of 813.098 million USD, the USA ranked first and occupied 31.36% of the total export value.

2.5. Major Countries/Regions for Chinese Induction Cooker(HS: 85166010)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	263,027,120	16.7%	100%
India	113,467,640	15.1%	43.14%
Japan	21,278,575	18.5%	8.09%
USA	19,147,460	138.3%	7.28%
France	15,288,585	-10.1%	5.81%
Germany	13,110,002	10.5%	4.98%

The total export value for Chinese induction cooker from Jan. to Dec. in 2012 was 263.027 million USD, and increased 16.7% year on year. With an export value of 113.468 million USD, India ranked first and occupied 43.14% of the total export value.

2.6. Major Countries/Regions for Chinese Rice Cooker(HS: 85166030) Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	579,513,039	22.4%	100%
Russian Federation	77,469,354	666.6%	13.37%
Indonesia	76,772,766	7.6%	13.25%
Japan	65,095,206	-0.5%	11.23%
USA	46,666,293	1.6%	8.05%
India	32,855,450	-13.4%	5.67%

The total export value for Chinese rice cooker from Jan. to Dec. in 2012 was 579.513 million USD, and increased 22.4% year on year. With an export value of 77.469 million USD, Russian Federation ranked first, increased 666.6% year on year and occupied 13.37% of the total export value.

2.7. Major Countries/Regions for Chinese Electrical Cooker(HS: 85166040)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	27,690,319	-2.2%	100%
USA	9,534,294	6.7%	34.43%
Australia	5,732,961	8.8%	20.70%
Canada	1,862,598	-32.0%	6.73%
Brazil	1,582,465	18.7%	5.71%
Thailand	1,249,053	83.8%	4.51%

The total export value for Chinese electrical cooker from Jan. to Dec. in 2012 was 27.69 million USD, and declined 2.2% year on year. With an export value of 9.534 million USD, the USA ranked first and occupied 34.43% of the total export value.

2.8. Major Countries/Regions for Chinese Electric Oven(HS: 85166050) Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	625,964,245	5.8%	100%
USA	122,685,137	-2.0%	19.60%
Japan	88,445,346	18.3%	14.13%
Brazil	44,801,118	70.2%	7.16%
France	24,021,292	-9.2%	3.84%
United Kingdom	19,674,718	49.2%	3.14%

The total export value for Chinese electric oven from Jan. to Dec. in 2012 was 625.964 million USD, and increased 5.8% year on year. With an export value of 122.685 million USD, the USA ranked first and occupied 19.6% of the total export value.

2.9. Major Countries/Regions for Other Chinese Electric Oven/Cooker/ Panel, Heating Ring, Barbecue(HS: 85166090)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	1,628,266,397	22.7%	100%
USA	478,390,882	2.4%	29.38%
Hong Kong	149,512,535	2073.8%	9.18%
Japan	85,542,877	-3.3%	5.25%
Germany	71,478,173	-3.1%	4.39%
Netherlands	65,454,739	3.9%	4.02%

The total export value for other Chinese electric oven/cooker/panel, heating ring, barbecue from Jan. to Dec. in 2012 was 1,628.266 million USD, and increased 22.7% year on year. With an export value of 478.391 million USD, the USA ranked first and occupied 29.38% of the total export value.

2.10. Major Countries/Regions for Chinese Coffee/Tea Maker(HS: 851671)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	2,241,665,765	13.0%	100%
USA	787,603,600	21.8%	35.13%
Germany	239,715,877	14.4%	10.69%
Canada	129,360,267	11.7%	5.77%
United Kingdom	108,312,633	5.0%	4.83%
France	101,397,842	-5.6%	4.52%

The total export value for Chinese coffee/tea maker from Jan. to Dec. in 2012 was 2,241.666 million USD, and increased 13% year on year. With an export value of 787.604 million USD, the USA ranked first and occupied 35.13% of the total export value.

2.11. Major Countries/Regions for Chinese Toaster(HS: 851672)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	977,900,695	-4.8%	100%
USA	250,536,064	-9.4%	25.62%
United Kingdom	93,624,878	15.7%	9.57%
Japan	87,118,393	1.3%	8.91%
Germany	54,027,380	-7.1%	5.52%
Brazil	51,374,357	-7.2%	5.25%

The total export value for Chinese toaster from Jan. to Dec. in 2012 was 977.901 million USD, and declined 4.8% year on year. With an export value of 250.536 million USD, the USA ranked first and occupied 25.62% of the total export value.

2.12. Major Countries/Regions for Chinese Electronics Not Included(HS: 851679)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	2,160,842,022	15.0%	100%
USA	429,867,433	4.2%	19.89%
Japan	276,387,043	13.3%	12.79%
United Kingdom	143,421,553	45.6%	6.64%
Germany	101,809,333	36.5%	4.71%
Russian Federation	99,684,640	28.3%	4.61%

The total export value for Chinese electronics not included from Jan. to Dec. in 2012 was 2,160.842 million USD, and increased 15% year on year. With an export value of 429.867 million USD, the USA ranked first and occupied 19.89% of the total export value.

2.13. Major Countries/Regions for Chinese Electrical/Non-electrical Refrigerator & Freezer, Heat Pump (8415 Air Conditioner Not Included) (HS: 8418)Export in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year	Proportion
Total	7,138,838,498	7.9%	100%
USA	1,014,471,654	22.9%	14.21%
Japan	755,002,132	6.4%	10.58%
United Kingdom	354,385,012	66.2%	4.96%
Germany	312,805,214	36.9%	4.38%
Australia	266,294,816	13.0%	3.73%

The total export value for Chinese electrical/non-electrical refrigerator & freezer, heat pump from Jan. to Dec. in 2012 was 7,138.838 million USD, and increased 7.9% year on year. With an export value of 1,014.472 million USD, the USA ranked first and occupied 14.21% of the total export value.

Source: Customs Information Network

3. Major Countries for Global Kitchen Electronics Industry Import & Export in 2012 (Sorted by Product)

3.1. Major Countries for Global Kitchen Electronics Industry Import in 2012 (Sorted by Product)

3.1.1. Major Countries for Food Processor & Blender, Fruit/Vegetable Juicer(HS: 850940)Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	900,263,000	18.10%
Russian Federation	430,940,000	37.88%
Germany	332,460,000	-32.69%
France	188,971,000	11.37%
Canada	171,743,000	11.04%

The import value for American food processor & blender, fruit/vegetable juicer from Jan. to Dec. in 2012 increased 18.1% year on year.

3.1.2. Major Countries for Other Household Electrical Appliances(HS:850980)Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	637,919,000	-3.47%
Japan	553,246,000	36.28%
Germany	171,669,000	-21.93%
Canada	166,349,000	17.15%
France	136,954,000	11.40%

The import value for American other household electrical appliances from Jan. to Dec. in 2012 was about 637.919 million USD, and declined 3.47% year on year.

3.1.3. Major Countries for Microwave Oven(HS: 851650)Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	1,130,623,000	16.85%
Japan	450,081,000	6.01%
France	180,666,000	8.50%
Russian Federation	168,617,000	0.75%
Germany	140,606,000	-35.84%

The import value for American microwave oven from Jan. to Dec. in 2012 increased 16.85% year on year.

3.1.4. Major Countries for Electric Oven/Cooker/Panel, Heating Ring, Barbecue(HS: 851660) Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	929,368,000	-3.27%
Russian Federation	700,410,000	11.37%
France	611,780,000	-6.29%
Germany	522,725,000	-32.21%
United Kingdom	439,002,000	-29.41%

The import value for American electric oven/cooker/panel, heating ring, barbecue from Jan. to Dec. in 2012 declined 3.27% year on year.

3.1.5. Major Countries for Coffee/Tea Maker(HS: 851671) Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	1,149,581,000	7.03%
Germany	558,762,000	-38.94%
France	387,429,000	-7.02%
Canada	193,687,000	0.32%
Russian Federation	160,997,000	58.89%

The import value for American coffee/tea maker from Jan. to Dec. in 2012 increased 7.03% year on year.

3.1.6. Major Countries for Toaster(HS: 851672) Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	148,517,000	5.37%
Japan	82,748,000	22.31%
United Kingdom	52,981,000	-26.73%
Canada	47,644,000	4.22%
Germany	40,855,000	-34.08%

The import value for American toaster from Jan. to Dec. in 2012 increased 5.37% year on year.

3.1.7. Major Countries for Electronics Not Included(HS: 851679)Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	1,167,898,000	-0.14%
Japan	398,126,000	-4.66%
Russian Federation	354,350,000	39.44%
France	214,194,000	0.91%
Australia	207,525,000	22.17%

The import value for American electronics not included from Jan. to Dec. in 2012 declined 0.14% year on year, while for Russian Federation increased 39.44% year on year.

3.1.8. Major Countries for Electrical/Non-electrical Refrigerator & Freezer, Heat Pump (8415 Air Conditioner Not Included)(HS: 8418)Import from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Import Value (USD)	Year on Year
USA	6,494,590,000	6.05%
Germany	1,919,457,000	-28.85%
France	1,881,657,000	-9.88%
Canada	1,433,683,000	11.28%
Japan	1,252,788,000	-1.47%

The import value for American electrical/non-electrical refrigerator & freezer, heat pump from Jan. to Dec. in 2012 increased 6.05% year on year.

3.2. Major Countries for Global Kitchen Electronics Industry Export in 2012

3.2.1. Major Countries for Food Processor & Blender, Fruit/Vegetable Juicer(HS: 850940)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	2,087,954,000	15.58%
USA	291,870,000	45.31%
France	225,494,000	2.44%
Germany	221,363,000	-37.73%
Mexico	172,742,000	34.02%

The export value for Chinese food processor & blender, fruit/vegetable juicer from Jan. to Dec. in 2012 increased 15.58% year on year, and for American increased 45.31% year on year.

3.2.2. Major Countries for Other Household Electrical Appliances(HS:850980)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	1,421,140,000	7.79%
Germany	301,603,000	-25.27%
USA	133,776,000	3.97%
Hungary	112,445,000	-33.74%
France	86,848,000	-10.50%

The export value for Chinese other household electrical appliances from Jan. to Dec. in 2012 increased 7.79% year on year, while for German declined 25.27% year on year.

3.2.3. Major Countries for Microwave Oven(HS: 851650)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	2,592,406,000	1.67%
Malaysia	394,314,000	-2.91%
Thailand	330,462,000	-4.65%
Germany	120,398,000	-38.24%
United Kingdom	87,248,000	-25.43%

The export value for Malay microwave oven from Jan. to Dec. in 2012 declined 2.91% year on year.

3.2.4. Major Countries for Electric Oven/Cooker/Panel, Heating Ring, Barbecue(HS: 851660)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	3,124,530,000	18.10%
Germany	924,362,000	-35.88%
Turkey	709,437,000	4.80%
Italy	588,768,000	-35.70%
Poland	430,375,000	-20.76%

The export value for German electric oven/cooker/panel, heating ring, barbecue from Jan. to Dec. in 2012 declined 35.88% year on year.

3.2.5. Major Countries for Coffee/Tea Maker(HS: 851671)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	2,241,591,000	12.74%
Switzerland	386,270,000	-17.29%
Italy	372,903,000	-37.49%
Germany	248,535,000	-35.38%
France	134,483,000	9.43%

The export value for Swiss coffee/tea maker from Jan. to Dec. in 2012 declined 17.29% year on year.

3.2.6. Major Countries for Toaster(HS: 851672)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	977,901,000	-4.85%
Germany	14,548,000	-40.88%
Netherlands	7,307,000	-58.07%
USA	6,408,000	23.28%
United Kingdom	6,174,000	-23.85%

The export value for German toaster from Jan. to Dec. in 2012 declined 40.88% year on year.

3.2.7. Major Countries for Electronics Not Included(HS: 851679)Export from Jan. to Dec. in 2012 (Sorted by Value)

Countries/Regions	Export Value (USD)	Year on Year
China	2,160,766,000	15.34%
France	201,237,000	-3.79%
Germany	104,945,000	-30.31%
Japan	81,265,000	1.16%
USA	72,516,000	1.09%

The export value for French electronics not included from Jan. to Dec. in 2012 declined 3.79% year on year.

3.2.8. Major Countries for Electrical/Non-electrical Refrigerator & Freezer, Heat Pump (8415 Air Conditioner Not Included)(HS: 8418)Export from Jan. to Dec. in 2012 (Sorted by Value)

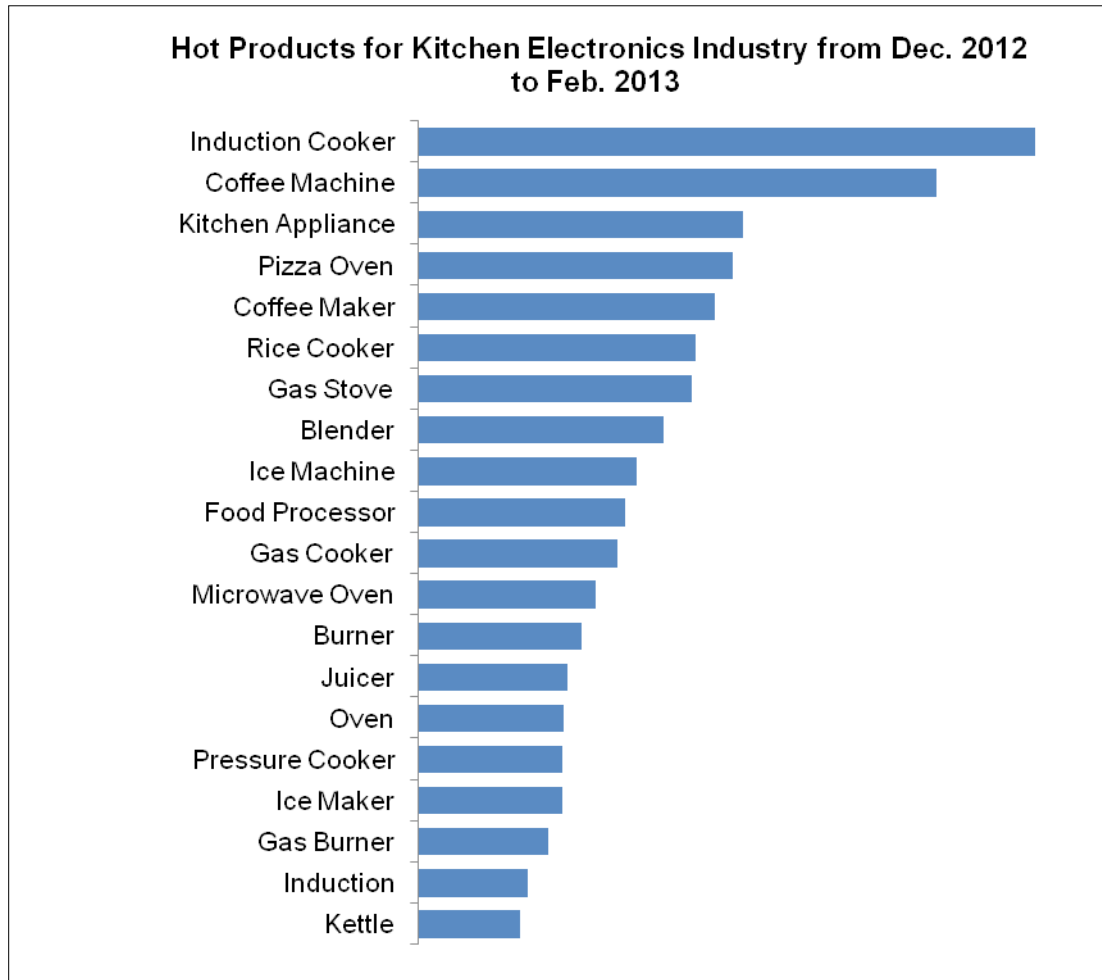
Countries/Regions	Export Value (USD)	Year on Year
China	7,139,081,000	7.84%
Mexico	4,139,659,000	1.40%
USA	2,922,329,000	5.58%
South Korea	2,866,825,000	0.86%
Italy	2,278,501,000	-30.76%

The export value for Mexican electrical/non-electrical refrigerator & freezer, heat pump from Jan. to Dec. in 2012 increased 1.4% year on year.

Source: UN COMTRADE

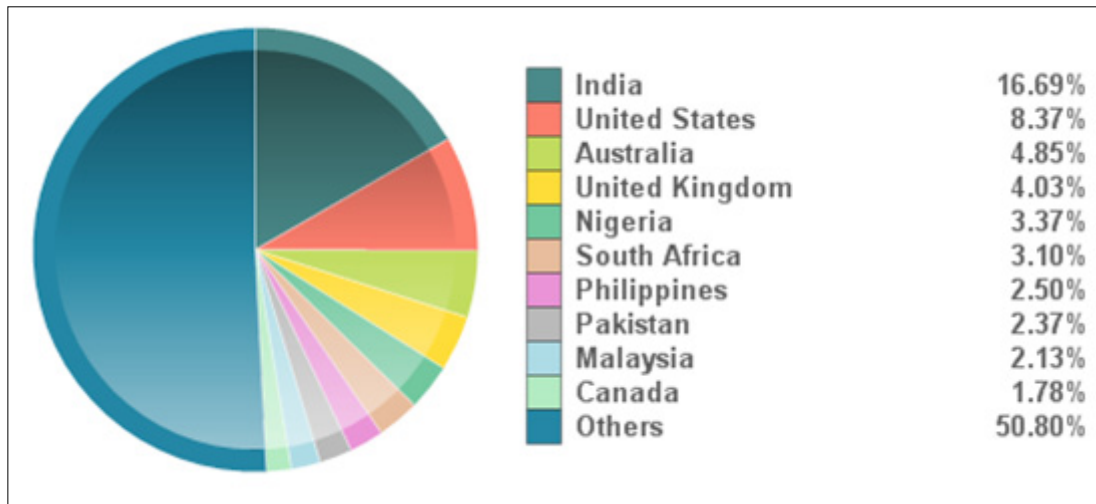
4. Data for Kitchen Electronics Industry from Made-in-China.com

4.1. Hot Products for Kitchen Electronics Industry from Dec. 2012 to Feb. 2013 on Made-in-China.com

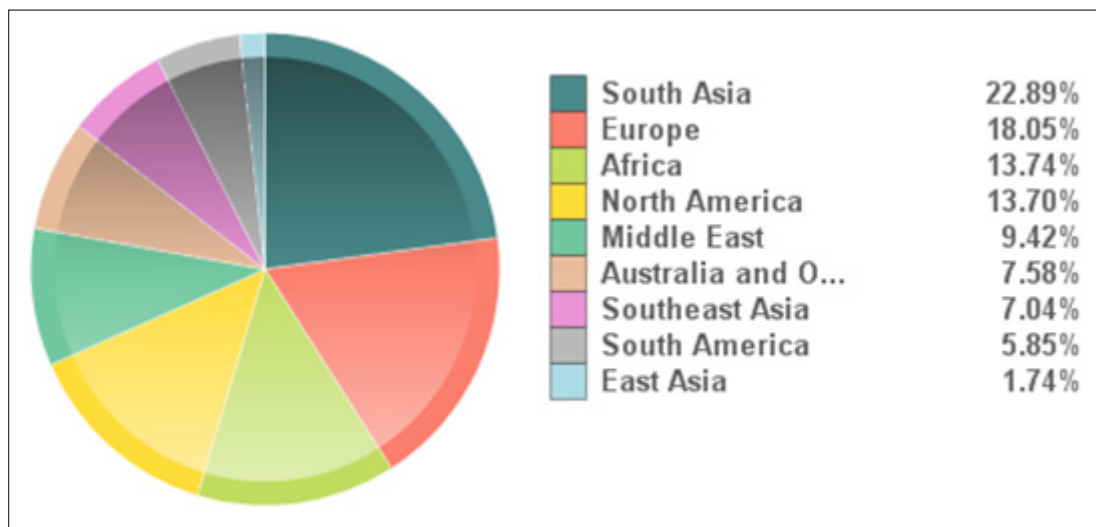


4.2. Buyer's Distribution for Kitchen Electronics Industry in 2012 from Made-in-China.com

Distributed by Countries:



Distributed by Continent:



Source: Made-in-China.com

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Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

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