

2014 Home Appliance

Industry Analysis Report

2015.02



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Note:

HS Code	Product Name	Referred To As
8415	Air conditioning machines, comprising a motor driven fan and elements for changing the temperature and humidity, including those machines in which the humidity cannot be separately regulated	Air conditioning
8418	Refrigerators, freezers and other refrigerating or freezing equipment, electric or other; heat pumps other than air conditioning machines of heading No.84.15	Refrigerators
8450	Household or laundry type washing machines, including machines which both wash and dry	laundry type washing machines

1. Air Conditioning Industry Analysis

1.1. China Air Conditioning(HS:8415)Exports, from Jan. to May 2014

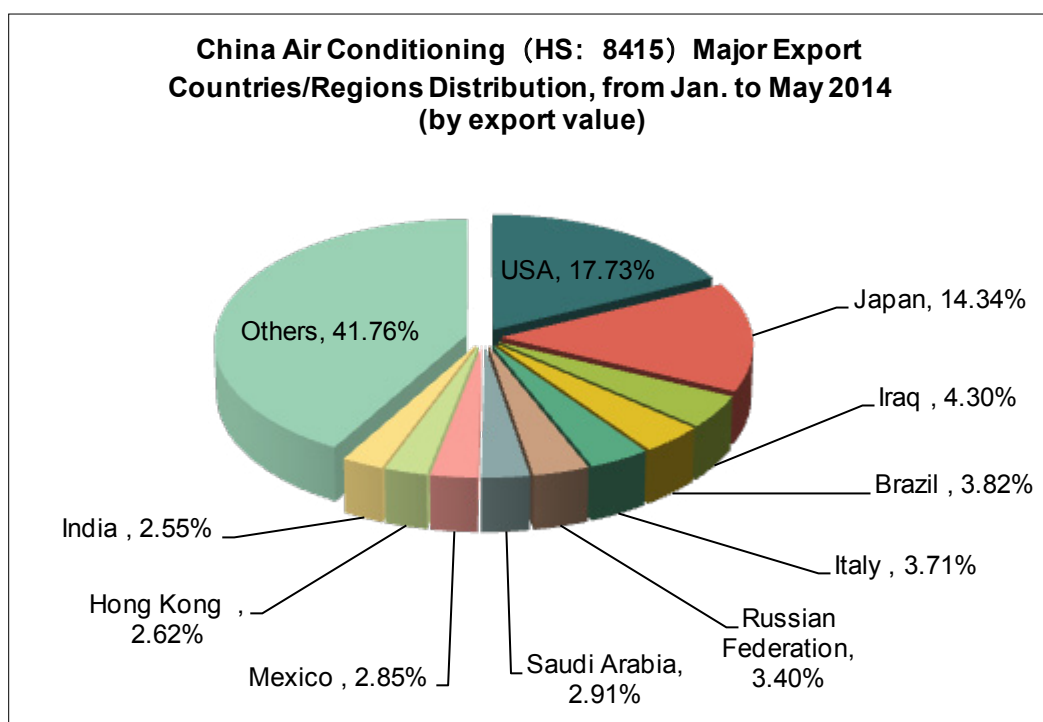
1.1.1. China Air Conditioning Export Volume and Value, from Jan. to May 2014

Month	Volume (-)	Value (USD)	Compared to the same period last year	
			Volume	Value
Jan.	41,064,586	1,265,916,100	18.6%	12.1%
Feb.	25,570,370	979,143,768	-9.4%	-11.3%
Mar.	42,133,991	1,614,468,406	0.6%	-1.9%
Apr.	46,316,919	1,697,532,771	10%	-2.4%
May	43,941,658	1,518,478,100	-0.1%	-12.2%
Jan.- May Total	199,027,524	7,075,539,145	4.3%	-3.7%

The China's export value for China Air conditioning from Jan. to May 2014 amounted to 7.08 billion US dollars, decreased 3.7% YOY.

1.1.2. China Air Conditioning Major Export Countries/Regions Distribution, from Jan. to May 2014

No.	Countries/Regions	Volume (-)	Value (USD)	Year on Year	
				Volume	Value
1	USA	32,614,515	1,254,498,530	9.3%	-5.6%
2	Japan	24,161,484	1,014,489,502	-2.8%	2.6%
3	Iraq	1,419,739	304,596,284	25.5%	11.6%
4	Brazil	15,037,032	270,428,525	-0.5%	11.8%
5	Italy	7,711,747	262,751,787	42.4%	12.9%
6	Russian Federation	4,260,854	240,789,694	56.8%	3.5%
7	Saudi Arabia	2,915,291	206,202,975	-46.8%	-33.6%
8	Mexico	2,494,459	201,753,329	-2.5%	13.3%
9	Hong Kong	7,467,923	185,062,029	17.2%	25%
10	India	11,966,560	180,308,846	-8.6%	-25.8%
11	United Arab Emirates	3,273,733	176,270,463	20.3%	51.6%
12	Argentina	1,350,611	134,530,820	-39.8%	-14.1%
13	Spain	3,502,990	116,869,370	40.3%	-1.3%
14	Canada	1,629,799	99,080,783	-11.4%	-3.6%
15	Republic of Korea	6,418,551	98,811,958	-15.3%	-4.2%
16	Iran	1,766,341	97,538,517	11%	47.4%
17	Algeria	907,493	94,912,432	-51%	-53.6%
18	Turkey	2,543,908	84,355,181	-30.6%	-45.9%
19	Israel	1,782,732	81,965,348	-0.4%	-29.1%
20	Pakistan	2,511,915	79,421,379	7.6%	19.4%



China Air conditionings main export markets were the USA, Japan, Iraq, Brazil, Italy, Russian Federation, United Arab Emirates, Mexico, Hong Kong and India and so on from Jan. to May 2014.

USA, Japan and Iraq were the first three largest export markets. The export value to USA, Japan and Iraq accounted for 17.73%, 14.34% and 4.3% of the total export value of this product.

1.1.3. China Air Conditioning Original Places of Exported Goods, from Jan. to May 2014

No.	Regions	Volume(-)	Value (USD)	Year on Year	
				Volume	Value
1	Guangdong	86,627,517	4,165,375,856	2.9%	-8.9%
2	Jiangsu	32,671,148	683,981,697	-4.9%	12.9%
3	Shanghai	21,777,914	626,587,403	10.5%	5.6%
4	Anhui	7,205,630	408,610,086	22.5%	-4.8%
5	Zhejiang	23,902,844	379,561,459	-0.1%	-8.2%
6	Tianjin	6,372,985	317,031,952	3.6%	6.4%
7	Shandong	12,392,803	246,818,601	32.9%	18.2%
8	Liaoning	3,872,507	145,286,718	-5.1%	-4.6%
9	Fujian	1,206,202	16,412,128	18.1%	27.2%
10	Chongqing	1,015,667	16,116,915	69.4%	69.6%

China Air conditionings were exported mainly from Guangdong, from Jan. to May 2014. The export value of Guangdong accounted for 58.87% of China's total export value for this product.

The export value of Chongqing accounted for 16.1169 million US dollars, increased 69.6% year on year, which grown rapidly.

(Source: China Customs)

1.2. 2011-2014 Global Air Conditioning (HS: 8415) Import Trend Analysis

- 2014Q1 Global Air Conditioning Major Import Countries/Regions Import value

No.	Import Countries/Regions	Import Value from Jan. to Mar. 2014 (Thousand USD)	Year on Year
1	USA	1,899,518	13.19%
2	Japan	694,250	19.23%
3	Germany	451,428	4.18%
4	Italy	374,849	11.36%
5	France	368,152	12.36%
6	Canada	353,471	-5.24%
7	Russian Federation	296,507	4.64%
8	Australia	232,117	14.67%
9	United Kingdom	229,812	-1.10%
10	Spain	229,081	19.58%

From Jan. to Mar. 2014, global air conditioning major import countries were USA, Japan, Germany, Italy, France, Canon, Russian Federation, Australia, United Kingdom and Spain and so on.

USA was still the largest air conditioning import country, the import value of USA of this product accounted for 1.9 billion US dollars, increased 13.19% YOY.

(Source:UN COMTRADE)

2. Refrigerators Industry Analysis

2.1. China Refrigerators(HS:8418)Exports, from Jan. to May 2014

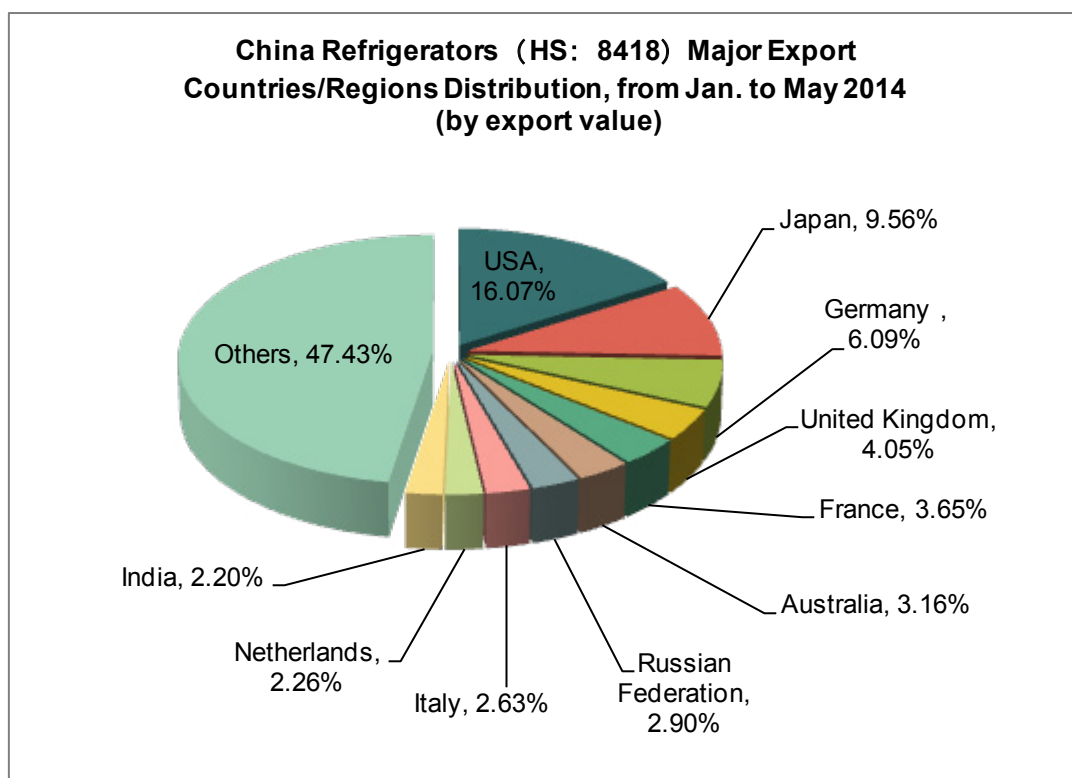
2.1.1. China Refrigerators Export Volume and Value, from Jan. to May 2014

Month	Volume (-)	Value (USD)	Year on Year	
			Volume	Value
Jan.	21,941,213	682,652,909	15.3%	20.8%
Feb.	10,490,441	403,594,132	-25.7%	-6.3%
Mar.	18,480,635	626,393,181	-7.6%	4.4%
Apr.	21,635,006	742,425,120	5.6%	15.9%
May	22,111,206	769,614,131	1.2%	8.7%
Jan. - May Total	94,658,501	3,224,679,473	-0.9%	9.5%

From Jan. to May 2014, the export value of china of refrigerators amounted to 3.225 billion US dollars, decreased 9.5% YOY.

2.1.2. China Refrigerators Major Export Countries/Regions Distribution, from Jan. to May 2014

No.	Countries/Regions	Volume (-)	Value (USD)	Year on Year	
				Volume	Volume
1	USA	15,873,390	518,079,582	1.9%	14.5%
2	Japan	7,327,692	308,208,045	13.7%	11.3%
3	Germany	2,657,545	196,417,649	10%	16.2%
4	United Kingdom	1,346,008	130,655,250	4.8%	6%
5	France	1,414,524	117,726,128	26.2%	30.8%
6	Australia	3,353,181	101,900,954	-22.1%	0.1%
7	Russian Federation	1,872,824	93,538,432	7.6%	52.9%
8	Italy	2,459,632	84,914,455	-15.1%	3.8%
9	Netherlands	1,288,826	72,775,820	50.5%	37.1%
10	India	4,295,970	70,860,131	6.7%	-2.7%
11	Indonesia	4,950,624	65,058,419	-5.1%	-6.8%
12	Nigeria	1,025,198	61,634,400	32.7%	-0.1%
13	Saudi Arabia	600,877	53,387,881	-11.5%	19.9%
14	Hong Kong	1,311,011	52,659,319	-10.7%	13.5%
15	Thailand	1,739,010	49,274,534	-44.3%	-11.1%
16	Iraq	591,374	49,195,913	4.8%	29.5%
17	Canada	1,417,140	48,933,409	-6.4%	-14.8%
18	Algeria	2,934,312	46,417,493	-44%	-2.8%
19	Poland	2,070,246	45,975,482	20.7%	35%
20	Thailand	2,341,402	45,754,252	13.3%	58.6%



China refrigerators main export markets were the USA, Japan, Germany, United Kingdom, France, Australia, Russian Federation, Italy, Netherlands and India and so on from Jan. to May 2014.

USA, Japan and Germany were the first three largest export markets. The export value to USA, Japan and Germany accounted for 16.07%, 9.56% and 6.09% of the total export value of this product.

2.1.3. China Refrigerators Original Places of Exported Goods, from Jan. to May 2014

No.	Regions	Volume(-)	Value (USD)	Year on Year	
				Volume	Volume
1	Guangdong	19,560,510	1,028,728,963	10.7%	17.5%
2	Jiangsu	27,417,686	697,154,611	-5.7%	10.7%
3	Zhejiang	14,355,927	473,936,262	-12.3%	-0.7%
4	Shandong	6,381,169	385,515,920	-11.8%	6.5%
5	Anhui	5,088,545	276,989,389	36.3%	12.5%
6	Shanghai	5,790,990	149,821,890	12.3%	6.1%
7	Liaoning	1,919,664	58,283,990	19.8%	5.6%
8	Henan	9,028,878	34,285,727	17.1%	19%
9	Tianjin	1,196,393	26,925,289	30.9%	-7.2%
10	Beijing	583,009	17,870,943	-83.9%	-41.1%

China refrigerators were exported mainly from Guangdong, Jiangsu, Zhejiang, Shandong, Anhui and Shanghai from Jan. to May 2014. The export values of above six provinces accounted for 93.41% of China total export value for this product, among which the export value for this product of Guangdong accounted for 31.9%.

(Source: China Customs)

2.2. 2011-2014 Global Refrigerators Import Trend Analysis

- 2014Q1 Global Refrigerators Major Import Countries/Regions Import value

No.	Import Countries/Regions	Import Value from Jan. to Mar. 2014 (Thousand USD)	Year on Year
1	USA	1,509,826	5.94%
2	Germany	734,586	10.83%
3	France	487,034	14.05%
4	United Kingdom	390,564	14.23%
5	Japan	335,690	18.43%
6	Canada	318,730	-1.08%
7	Italy	254,869	20.89%
8	Russian Federation	206,998	-0.89%
9	Australia	200,832	-12.94%
10	Spain	185,200	12.75%

From Jan. to Mar. 2014, global refrigerators major import countries were USA, Germany, France, United Kingdom, Japan, Canada, Italy, Russian Federation, Australia and Spain and so on.

USA was still the largest refrigerators import country, the import value of USA of this product accounted for 1.51 billion US dollars, increased 5.94% YOY.

(Source:UN COMTRADE)

3. Laundry Type Washing Machines Industry Analysis

3.1. China Laundry Type Washing Machines(HS:8450)Exports, from Jan. to May 2014

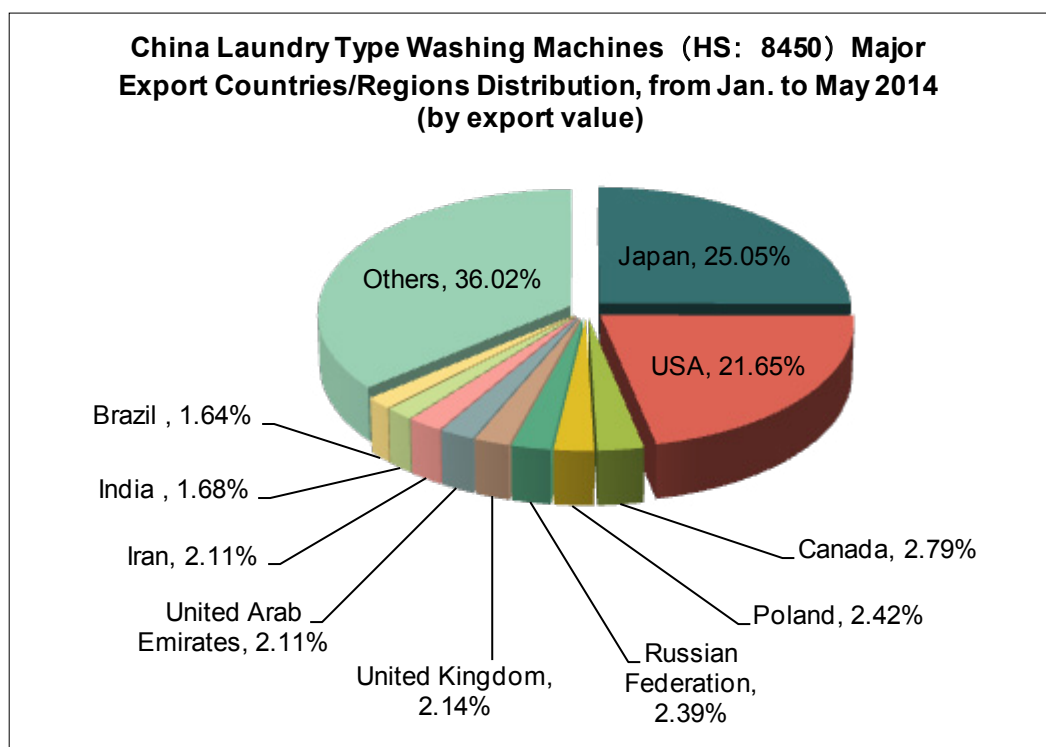
3.1.1. China Laundry Type Washing Machines Export Volume and Value, from Jan. to May 2014

Month	Volume (-)	Value (USD)	Year on Year	
			Volume	Volume
Jan.	7,012,978	371,188,515	3.8%	21.4%
Feb.	4,776,647	252,595,333	-3.5%	6.4%
Mar.	6,567,921	361,770,599	2.9%	4.2%
Apr.	8,073,181	388,730,742	25.9%	20%
May	7,322,430	370,946,023	2.8%	13.3%
Jan.- May Total	33,753,157	1,745,231,212	6.7%	13.2%

The China's export value for laundry type washing machines from Jan. to May 2014 amounted to 1.745 billion US dollars, which decreased 3.7% YOY.

3.1.2. China Laundry Type Washing Machines Major Export Countries/Regions Distribution, from Jan. to May 2014

No.	Countries/Regions	Volume (-)	Value (USD)	Year on Year	
				Volume	Volume
1	Japan	8,348,100	437,104,340	9%	12.7%
2	USA	3,453,594	377,849,436	3.8%	21.1%
3	Canada	148,007	48,768,233	82.7%	103.7%
4	Poland	619,112	42,201,112	42.3%	87.3%
5	Russian Federation	2,138,170	41,717,923	-4.3%	-12.9%
6	United Kingdom	235,546	37,353,947	56%	40.4%
7	United Arab Emirates	364,752	36,872,334	-17.2%	28.2%
8	Iran	819,121	36,841,963	83%	146.1%
9	India	1,117,880	29,353,464	20.1%	-16.5%
10	Brazil	320,180	28,547,451	-21.6%	76.2%
11	Indonesia	1,314,948	26,612,683	-15.2%	-27.4%
12	Turkey	323,387	25,437,915	126.8%	17.3%
13	Republic of Korea	1,213,125	24,938,488	69.5%	16.8%
14	Australia	144,802	24,845,167	30.7%	16.4%
15	Saudi Arabia	369,607	24,004,491	-15.4%	-11.1%
16	Mexico	1,128,465	22,692,161	49.6%	-20%
17	France	124,968	22,644,517	22.7%	60.1%
18	Chile	155,571	21,151,832	-12.9%	-15.7%
19	Italy	456,600	20,981,319	48.8%	37.9%
20	Germany	184,359	20,309,439	-1.8%	0.6%



China laundry type washing machines main export markets were the Japan, USA, Canada, Poland, Russian Federation, United Kingdom, United Arab Emirates, Iran, India and Brazil and so on from Jan. to May 2014.

Japan, USA and Canada are the first three largest export markets. The export value to the USA, Japan and Iraq accounted for 25.05%, 21.65% and 2.79% of the total export value of this product.

3.1.3. China Laundry Type Washing Machines Original Places of Exported Goods, from Jan. to May 2014

No.	Regions	Volume(-)	Value (USD)	Year on Year	
				Volume	Volume
1	Jiangsu	9,239,501	831,168,841	9.3%	15.4%
2	Zhejiang	10,568,646	277,513,148	-7%	-5.5%
3	Guangdong	3,658,597	209,635,010	15.3%	14.9%
4	Shanghai	4,508,104	202,873,573	12.2%	20.6%
5	Anhui	1,921,541	100,376,361	20.3%	12.5%
6	Shandong	1,611,228	99,346,774	23.9%	47.2%
7	Tianjin	1,040,346	16,383,626	8.4%	18.3%
8	Beijing	264,623	2,839,932	71.6%	86.1%
9	Fujian	167,935	1,172,608	-8.7%	-25%
10	Hebei	626,448	992,157	72.5%	33.4%

China laundry type washing machines were exported mainly from Guangdong, from Jan. to May 2014. The export value of Guangdong accounted for 58.87% of China's total export value for this product.

The export value of Chongqing accounted for 16.1169 million US dollars, increased 69.6% year on year, which grown rapidly.

(Source: China Customs)

3.2. 2011-2014 Global Laundry Type Washing Machines(HS:8450)Import Trend Analysis

- 2014Q1 Global Laundry Type Washing Machines Major Import Countries/Regions Import value

No.	Import Countries/Regions	Import Value from Jan. to Mar. 2014 (Thousand USD)	Year on Year
1	Japan	359,711	23.55%
2	USA	332,858	-8.54%
3	United Kingdom	210,519	5.00%
4	France	197,538	22.13%
5	Germany	196,660	-4.71%
6	Italy	103,517	24.58%
7	Spain	97,035	4.44%
8	Canada	91,078	3.86%
9	Poland	85,332	26.70%
10	Russian Federation	77,720	-15.64%

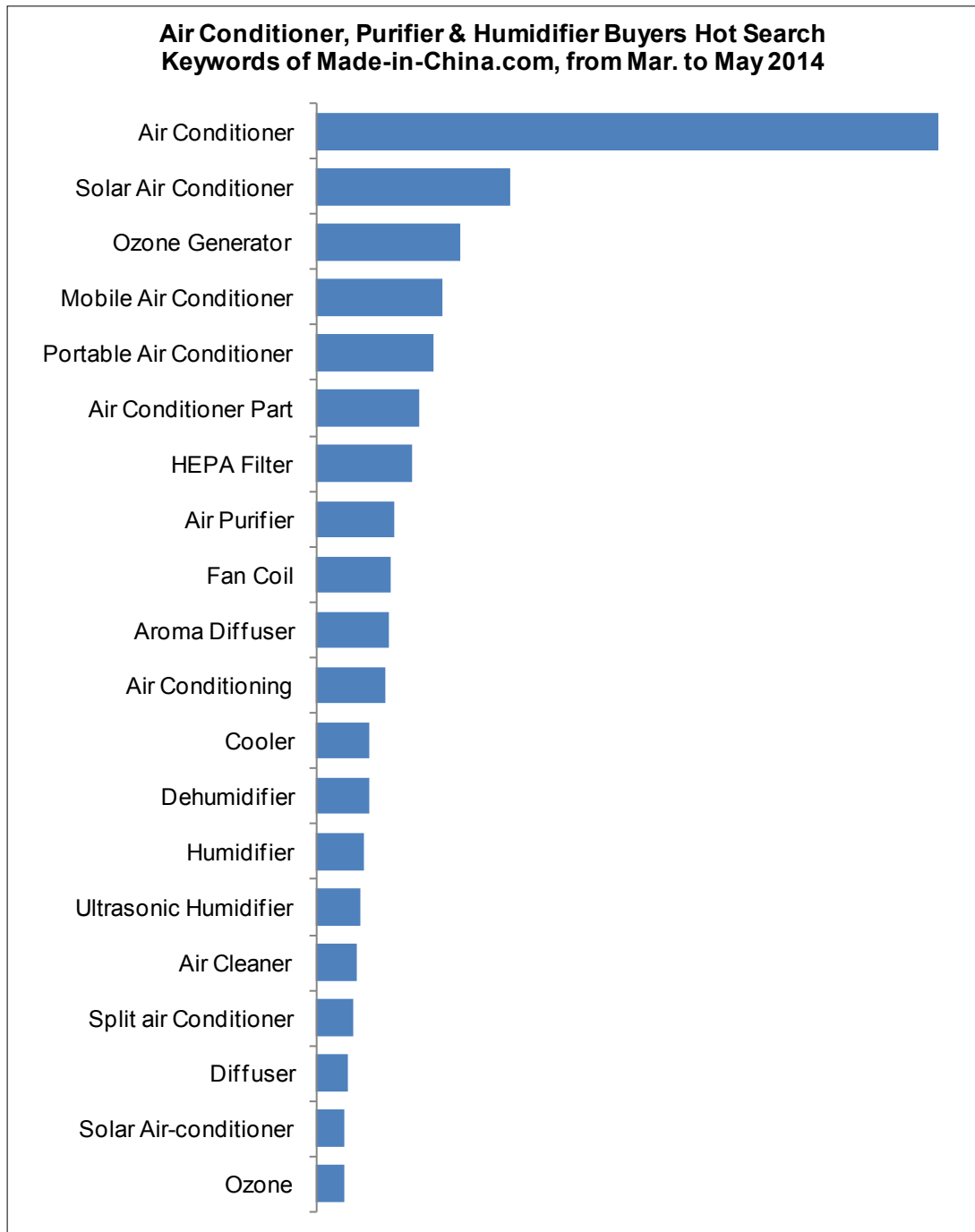
From Jan. to Mar. 2014, global laundry type washing machines major import countries were Japan, USA, United Kingdom, France, Germany, Italy, Spain, Canada, Poland and Russian Federation and so on.

(Source:UN COMTRADE)

4. Home Appliance Industry Data Analysis on Made-in-China.com

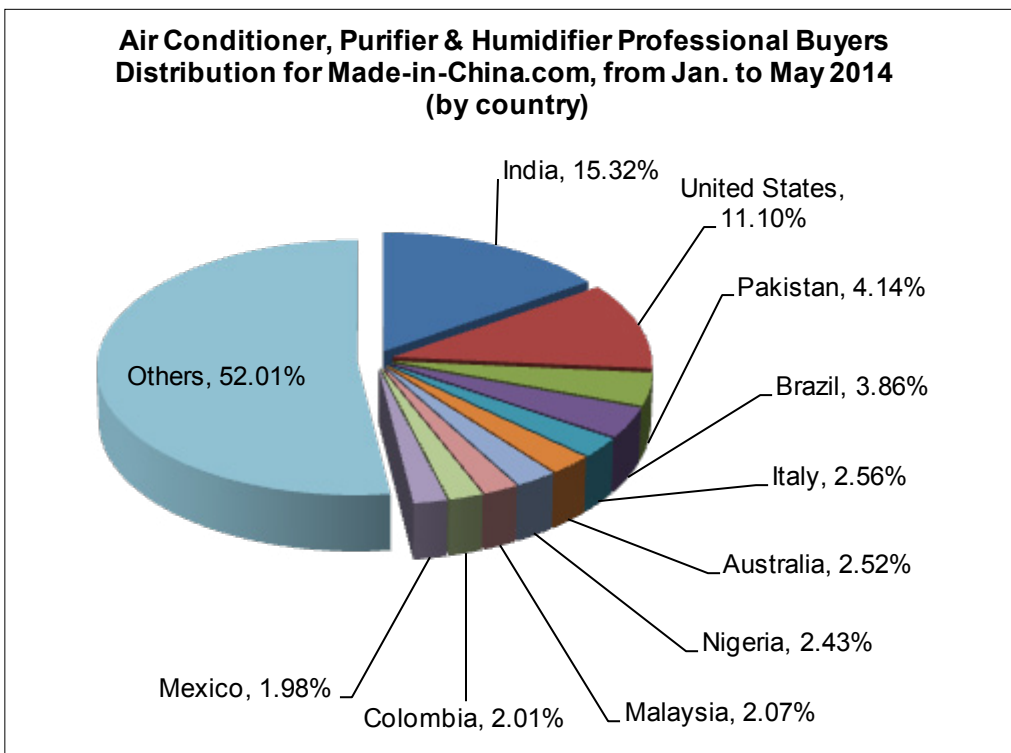
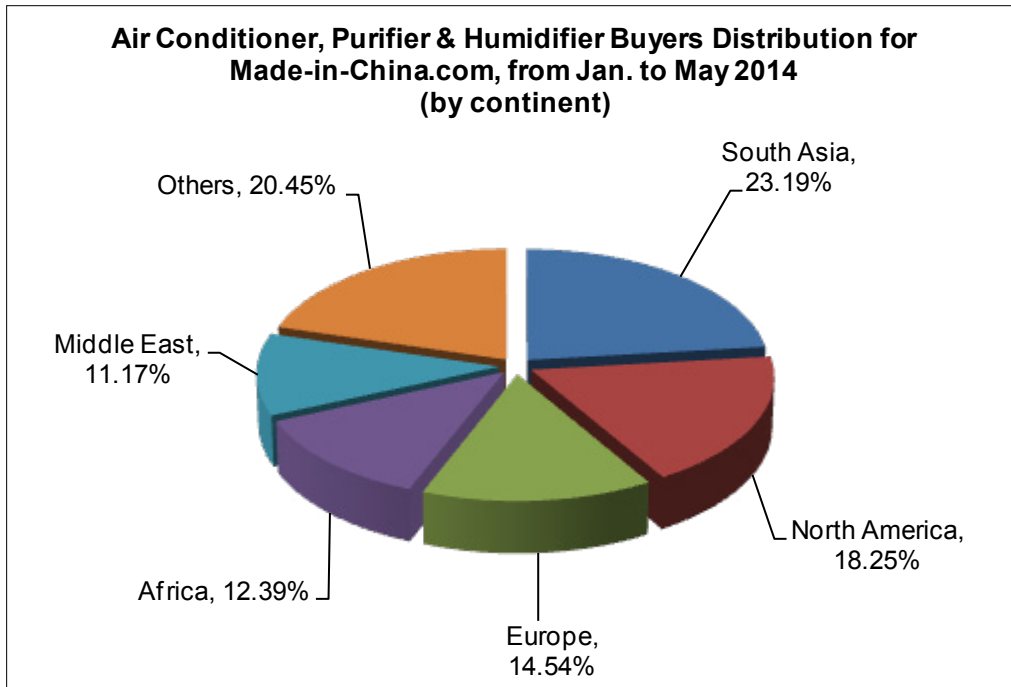
4.1. Air Conditioner, Purifier & Humidifier Industry Data Analysis on Made-in-China.com

4.1.1. Air Conditioner, Purifier & Humidifier Buyers Hot Search Keywords of Made-in-China.com, from Mar. to May 2014



The most popular search keyword in Air Conditioner, Purifier & Humidifier is Air Conditioner, followed by Solar Air Conditioner, from Mar. to May 2014.

4.1.2. Air Conditioner, Purifier & Humidifier Professional Buyers Distribution, from Jan. to May 2014

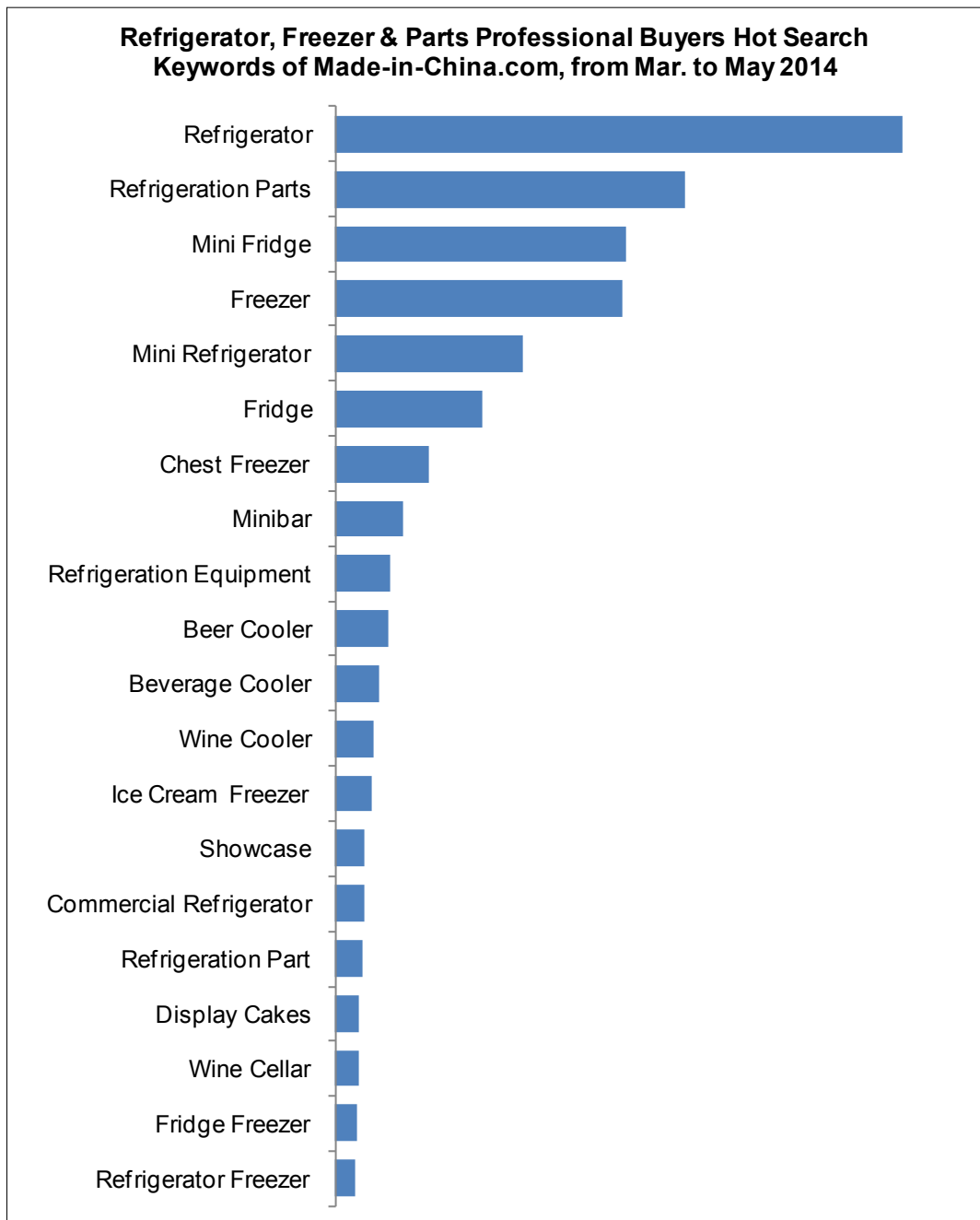


From Jan. to May 2014, Air Conditioner, Purifier & Humidifier buyers were mainly from South Asia, North America, Europe, Africa and Middle East and so on, when divided by continent.

From Jan. to May 2014, Air Conditioner, Purifier & Humidifier buyers were mainly from India, USA and Pakistan and so on, when divided by country.

4.2. Refrigerator, Freezer & Parts Industry Data Analysis on Made-in-China.com

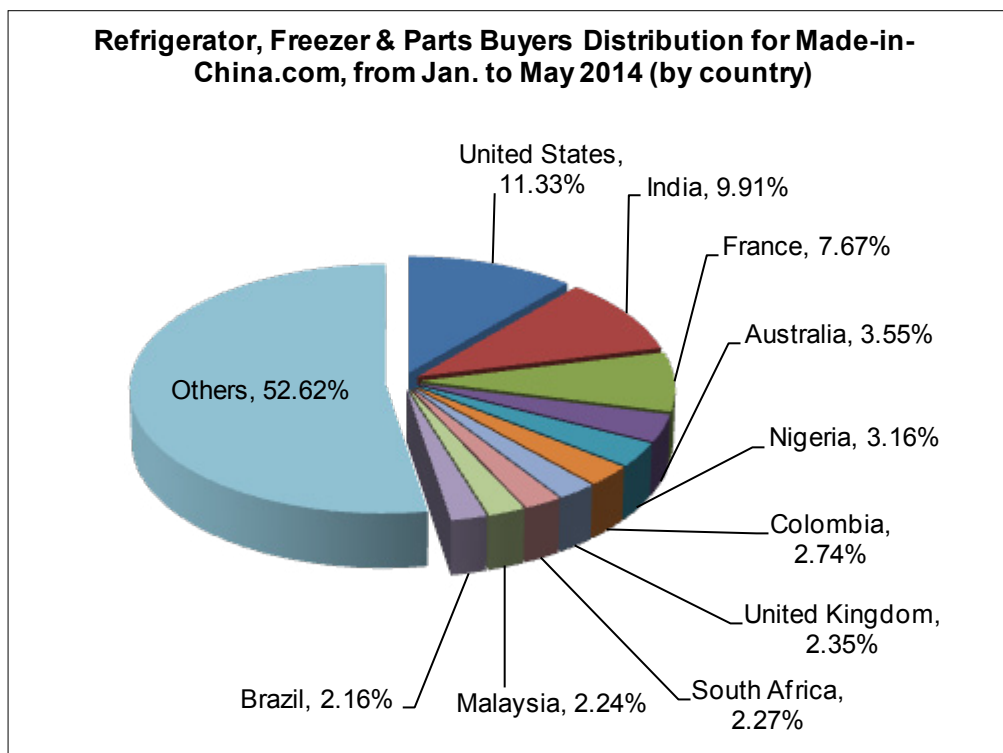
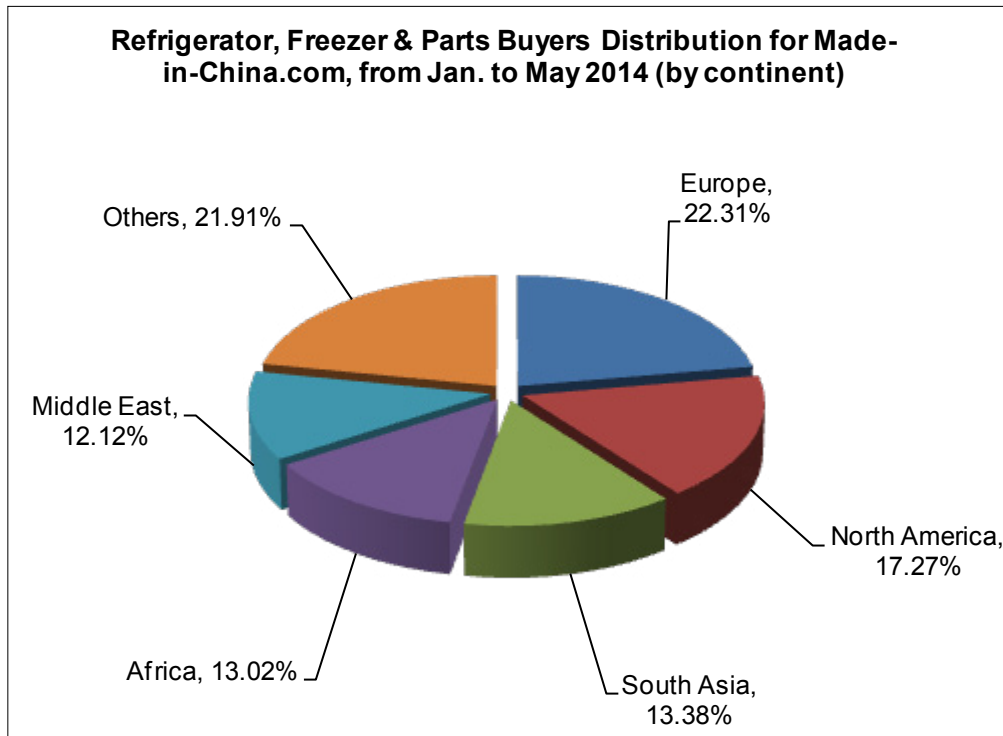
4.2.1. Refrigerator, Freezer & Parts Professional Buyers Hot Search Keywords of Made-in-China.com, from Mar. to May 2014



The most popular search keyword in Refrigerator, Freezer & Parts is Refrigerator, followed by Refrigeration Parts, from Mar. to May 2014.

4.2.2. Refrigerator, Freezer & Parts Buyers Distribution, from Jan. to May 2014

- Refrigerator, Freezer & Parts Buyers Distribution for Made-in-China.com, from Jan. to May 2014 (by continent)

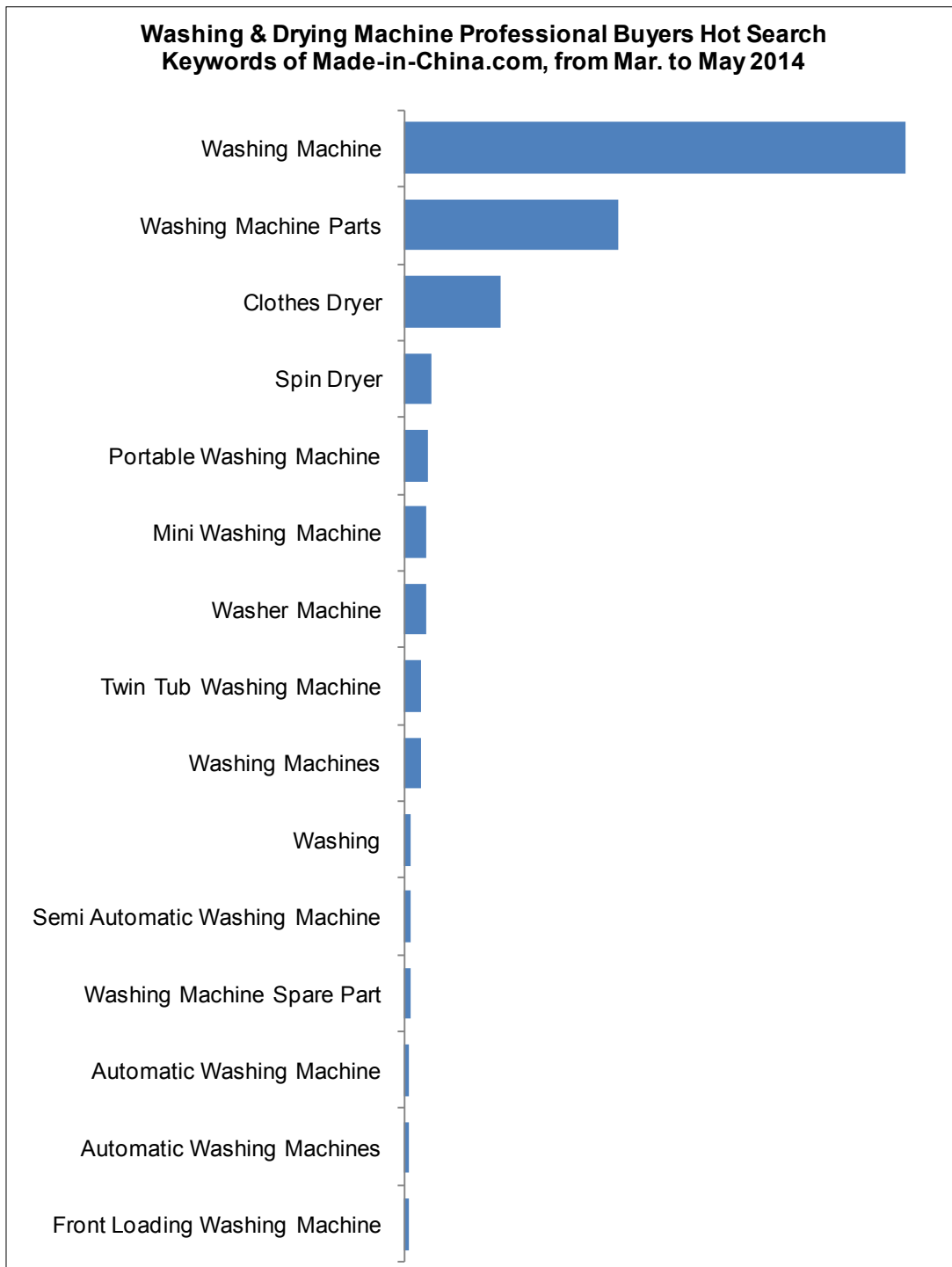


From Jan. to May 2014, Refrigerator, Freezer & Parts buyers were mainly from Europe, North America, South Asia, Africa and Middle East and so on, when divided by continent.

From Jan. to May 2014, Refrigerator, Freezer & Parts buyers were mainly from USA, India and France and so on, when divided by country.

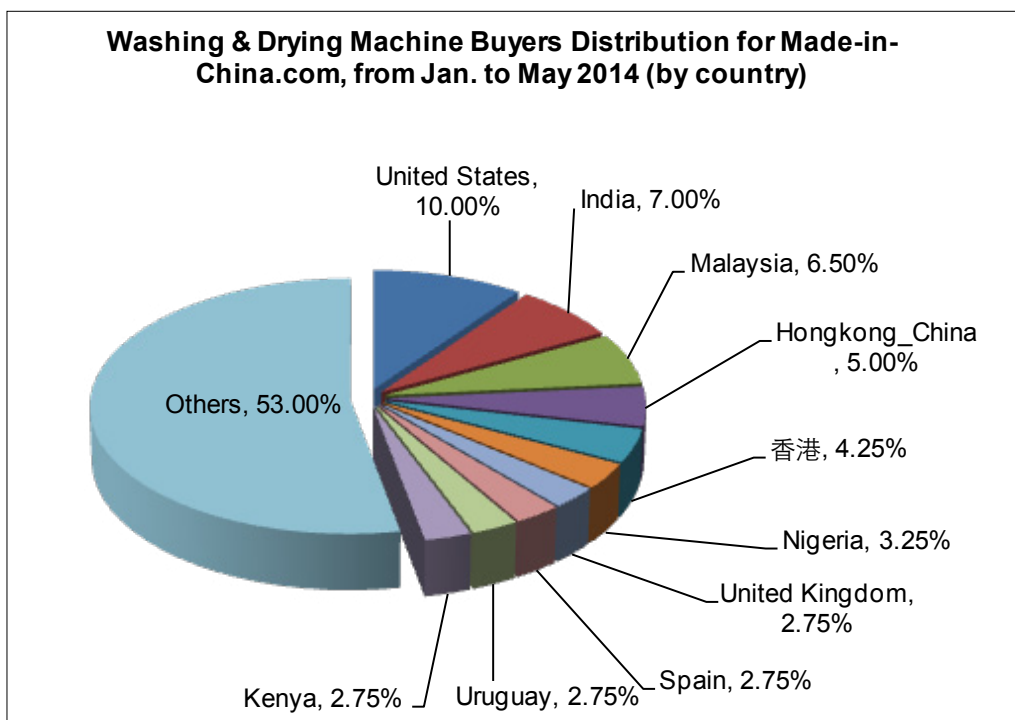
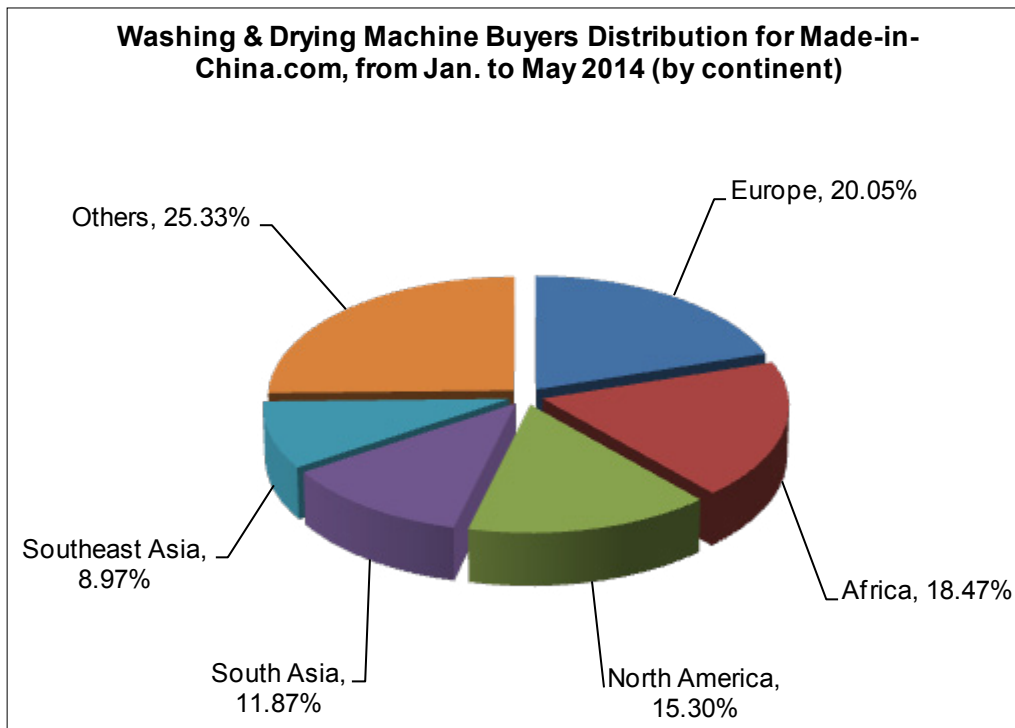
4.3. Washing & Drying Machine Industry Data Analysis on Made-in-China.com

4.3.1. Washing & Drying Machine Professional Buyers Hot Search Keywords of Made-in-China.com, from Mar. to May 2014



The most popular search keyword in Washing & Drying Machine is Washing Machine, followed by Washing Machine Parts, from Mar. to May 2014.

4.3.2. Washing & Drying Machine Buyers Distribution, from Jan. to May 2014



From Jan. to May 2014, Washing & Drying Machine buyers were mainly from Europe, Africa, North America, South Asia and Southeast Asia and so on, when divided by continent.

From Jan. to May 2014, Washing & Drying Machine buyers were mainly from USA, India, and Malaysia and so on, when divided by country.

Source :Made-in-China.com

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