World Cooking Appliances

Industry Study with Forecasts for **2017 & 2022**

Study #3064 | November 2013 | $6100 | 342 pages

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Growth will benefit from a rebound in the key US market, resulting mainly from a recovery in the country's large housing sector, and from rising living standards in many developing areas.

World demand to rise 5.5% annually through 2017

Global demand for cooking appliances is forecast to increase at a 5.5 percent annual rate through 2017 to $65.4 billion, an improvement over gains recorded during the 2007-2012 period. Growth will benefit from a rebound in the key US market, with demand resulting in large part from a recovery in the country's large housing sector. Rising standards of living in many developing areas will contribute to growth in sales. Advances in the number of meals consumed away from home will provide further impetus for growth in the commercial market.

Developing areas to offer the best growth prospects

The US is the world's largest consumer of cooking appliances in value terms, a result of the country's sizable housing stock. Going forward, increases in the number of new housing units will drive cooking appliance demand. In addition, appliance unit gains will benefit from a shift toward cooktops and ovens and away from conventional ranges.

Developing areas will offer the best opportunities for growth. These countries typically have lower penetration rates for cooking appliances, resulting in more opportunities for first time purchases. India, for example, which has an extremely low ownership rate for cooking appliances, is expected to record the most robust growth through 2017.

World Cooking Appliance Demand
($65.4 billion, 2017)

Two distinct trends driving appliance demand growth

Two distinct trends drive cooking appliance demand growth. In developed countries the shift toward higher value cooking appliances is the leading factor contributing to increasing market value. In particular, cooktops, ovens, and ranges are more commonly upgraded to higher end models, and manufacturers introduce new features to induce replacement sales. In developing countries demand relies more heavily on first time appliance purchases. The number of middle class consumers in many developing nations has increased substantially over the last decade, and will continue to rise. This has resulted in an expanding pool of first time purchasers, since cooking appliances are among the first items purchased by emerging middle class consumers. For these consumers, manufacturers offer lower end units that typically lack advanced features and technology common in appliances sold in developed countries.

Residential applications account for the vast majority of demand, since the number of households far surpasses the number of foodservice establishments worldwide. Growth in the residential segment will be paced by strong gains in China, the world's largest consumer of residential cooking appliances in unit terms.

World Cooking Appliances

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Sample Text, Table & Chart

ASIA/PACIFIC

China: Residential Cooking Appliance Supply & De

Demand for residential cooking appliances in China is e grow million units. In volume te is the cooking appliances. This the m n China are lower cost than the U st consumer of cooking app terms

SAMPLE TEXT

G king appliances in China will a rate above the regional average, due in large part to ongoin tion activity. As the number of citizens moving to urban area to increase, the need for new housing units will similarly rise demand for cooking appliances. Rising per capita incomes w further impetus for growth, since more consumers will be ab the high cost of most cooking appliances.

Microwaves will post the strongest gains through the forecast period, due to their low price and convenience features. Ranges will also increase at an above average rate. However, this is due primarily to the low 2012 base for ranges, although their presence in Chinese households in increasing. Typically, domestic cooking preferences have limited the use of ranges. In addition, these units generally require more space than is available in most residential kitchens. However, ranges a ing more popular in many wealthy households. Cooktops, among the most widely used cooking appliances in China, decelerate following the rapid growth in sales that occurre 2007-2012 period. Cooktops utilized in China, as well as i countries, differ from those typically found in Western Eur America in that the cooktops frequently used in China are s smaller. In addition, these cooktops generally also include broiler that is used to cook vegetables or fish. Hoods are al

TABLE VI-8

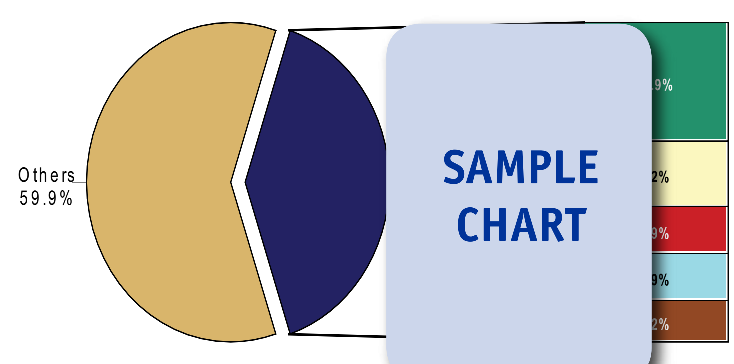
CHINA: RESIDENTIAL COOKING APPLIANCE SUPPLY & DEMAND (million units)

SAMPLE TABLE

Item	2002	2007	2012	2017	2022
Households (million units)	3				
appliances/household					
Residential Cooking Appliance Demanc					
Microwave					
Cooktop					
Hood					
Range					
Oven					
$/unit					
Res Cooking Appliance Demand (mil $)					
- net exports					
Res Cooking Appliance Shpts (mil $)	3				

CHART VIII-1

WORLD COOKING APPLIANCE MARKET SHARE BY COMPANY ($50.1 billion, 2012)



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Sample Profile, Table & Forecast

TABLE VI-7

CHINA: COOKING APPLIANCE SUPPLY & DEMAND
(million dollars)

Item	2002	2007	2012	2017	2022
Population (million persons)					
urban % of total population					
$ GDP/capita					
Urban Population (million persons)					
Gross Domestic Product (bil 2011$)					
$ total appliance demand/mil $ GDP					
$ residential appliance demand/capit					
Cooking Appliance Demand					
Residential					
Commercial					
- net exports					
Cooking Appliance Shipments					

SAMPLE TABLE

COMPANY PROFILES

Atlas Indústria de Electrodomésticos Limitada
Br 158, Km 508 - Petrycoski District
Pato Branco, Paraná 85504
Brazil
55-46-32
http://wv

Annual S
Employr

Key Pro

SAMPLE PROFILE

Atlas ... producer of gas cooking appliances. The Company is privately held.

The Company is involved in the world cooking appliance industry through the manufacture of gas cookers, which consist of combination ovens and cooktops. These cookers are available via such product lines as UTOP, GENOVA, ATENAS, GRECIA, and COLISEUM. Atlas Indústria de Eletrodomésticos' UTOP cookers feature automatic ignition and electric grill functions. In addition, the UTOP product line includes standalone cooktops with four or five burners. The Company's GENOVA cookers have five temperature settings, while ATENAS cookers feature forged burners with black enameled flame spreaders. GRECIA cookers from Atlas Indústria de Eletrodomésticos are self cleaning types with cooktops that have up to six burners. The Company's COLISEUM cookers are made with a glass oven display and are available in white or black colors.

Atlas Indústria de Eletrodomésticos maintains a production facility in Pato Branco, Brazil. In addition, the Company has a branch office São Paulo, Brazil. Atlas Indústria de Eletrodomésticos markets its gas

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STUDY COVERAGE

This Freedonia industry study, ***World Cooking Appliances***, offers historical data (2002, 2007, 2012) plus forecasts (2017, 2022) by cooking appliance supply and demand for both residential and commercial products in six regions and 17 countries. The study also assesses key market environment factors, evaluates company market share and profiles 43 industry competitors worldwide.

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Other Studies

World Consumer Water Treatment Systems

This study analyzes the world consumer water treatment system industry. It presents historical demand data for 2002, 2007 and 2012, and forecasts for 2017 and 2022 by type (point-of-entry, point-of-use), aftermarket component (e.g., filters, membranes), technology (e.g., conventional filtration, reverse osmosis, distillation), world region, and for 21 countries. The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry participants.

#3066 .... December 2013 .... $6100

Outdoor Furniture & Grills

This study analyzes the US outdoor furniture and grill industry. It presents historical demand data for 2002, 2007 and 2012, and forecasts for 2017 and 2022 by product (e.g., outdoor furniture, cushions and covers, umbrellas and hammocks, grills, patio heating products), market (e.g., residential, nonresidential) and US geographic region. The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.

#3102 .... November 2013 .... $5100

World Power Lawn & Garden Equipment

Global demand for power lawn and garden equipment is forecast to rise 4.2 percent per year through 2017 to $21.7 billion. Growth will be supported by a recovery in the massive US market, and by an expansion of the middle class in several developing countries of the Asia/Pacific region. This study analyzes the $17.7 billion world power lawn and garden equipment industry, with forecasts for 2017 and 2022 by product, market, power source, world region, and for 21 countries. The study also evaluates company market share and profiles industry players.

#3067 .... September 2013................ $6300

Consumer Water & Air Treatment System

US demand for consumer water and air treatment systems will rise 6.9 percent yearly to $2.3 billion in 2017. Whole-house air treatment systems will be the fastest growing segment, while point-of-use water treatment systems will remain the largest. Water filters and membranes will remain the largest consumables category. This study analyzes the $1.6 billion US consumer market for water and air treatment systems, with forecasts for 2017 and 2022 by technology, product, and region. The study also evaluates company market share and profiles industry players.

#3032 .... May 2013.................... $5300

Home Organization Products

US demand for home organization products will increase 4.0 percent per year to $9.4 billion in 2017. Modular units will be the fastest growing product type and will surpass shelving as the second largest segment. Organization products used in garages and closets will be the fastest growing types by room. This study analyzes the $7.7 billion US home organization product industry, with forecasts for 2017 and 2022 by material, product, room, and market. The study also evaluates company market share and profiles industry players.

#3027 .... May 2013.................... $5100

About The Freedonia Group

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