

Household & Kitchen Appliances

Essential sourcing intelligence

October 2011

US\$395

China supplier profiles

Detailed profiles of 35 verified suppliers and contact details of an additional 16 exporters

Product gallery

Specifications and full-color images of 93 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



Supplier capability in China

HOUSEHOLD & KITCHEN APPLIANCES

China's household and kitchen appliances industry is optimistic export sales will remain on the upswing in the months ahead. Faced with various challenges, however, many companies expect growth to decelerate from last year.

For one, suppliers are facing the possibility of weaker demand in two major markets, namely the EU and the US, amid the difficult economic climate in those areas.

Customs statistics for the first eight months of 2011 already show a slowdown. Revenue from overseas shipments rose 22 percent YoY to breach the \$24 billion mark. While still strong, growth is 11 percentage points lower than the same period last year.

Compounding the sector's problems is rising costs, which are putting pressure on prices. The appreciation of the yuan also remains a concern, as it contributes to the erosion of margins.

Key findings

1. Prices of China-made household and kitchen appliances will continue on an upward track in the months ahead as suppliers strive to cover higher manufacturing outlay and currency risk. A number of enterprises see price markups of up to 10 percent in the next half year.
2. To sustain profitability, makers are developing more high-value models. R&D efforts at most companies revolve around energy-efficient appliances to match the environmental trend.
3. Many enterprises are also taking functionality a notch higher by combining various technologies in a single design. Specialized models with several convenient features and multipurpose units are on the rise.
4. Better aesthetics are also anticipated in upcoming releases. Across all categories, the selection will include more variations in shape and color.
5. The US and the EU are still considered key export destinations as demand in those markets is expected to remain large despite a slowdown. Most China suppliers, however, are keen on increasing exports to South Africa, Brazil and other emerging economies.
6. Growth in export sales is forecast to stay at double-digit levels in the next 12 months. In Global Sources survey, more than three-fourths of the respondents are expecting an increase of at least 10 percent.
7. Several companies are also looking at the domestic market for growth opportunities, with the government's Delivering Appliances to the Countryside program forecast to boost demand.

Scope & methodology

This report covers the major products of China's household and kitchen appliances industry, namely air treatment, heating and cooling systems, water treatment and heating units, laundry and household cleaning equipment, and beverage makers and dispensers. Food preparation, cooking and cooling appliances are also included.

The Industry Overview elaborates on issues affecting production and exports. Measures to boost sales and enhance overall competitiveness are also discussed.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises. Hong Kong and Taiwan-invested businesses are also covered.

More than 40 percent of companies are located in Guangdong province, which is the top exporter of various

household and kitchen appliances.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online. The rankings are correct at the time of publication and may be subject to change.

CONTENTS

INDUSTRY OVERVIEW	7
Main production center	
Supplier survey	
Air treatment, heating & cooling appliances.....	9
Water treatment appliances & dispensers.....	15
Laundry equipment	18
Vacuum cleaners	21
Food processors.....	24
Cooking appliances.....	26
Coffee makers.....	30
Refrigerators & freezers	31
SUPPLIER PROFILES	35
PRODUCT GALLERY	75
ADDITIONAL SUPPLIERS	95

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Anhui Garments Imp. & Exp. Co. Ltd


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Established in 1979, Anhui Garments generated \$300 million in sales last year. Ten percent of revenue came from exports of household and kitchen appliances.

A monthly average of 20,000 units was shipped overseas. Deliveries included laundry, household cleaning, cooking and cooling equipment.

North America was the largest

market, absorbing 60 percent of exports. Central and South America, Africa, Europe, the Asia-Pacific region and the Middle East were the other destinations.

The company operates factories in Guangdong, Anhui, Shandong and Zhejiang provinces. Total monthly capacity for household and kitchen appliances is 25,000 units.



Model: HZB-15/S

MOQ: 500 units

Description: Ice maker; stainless steel cabinet; air-cooled condenser; nickel-plated copper evaporator; R-134a refrigerant; 4.5L water tank, 1.2kg ice basket capacity; 12 bullet ice cubes per 7 to 15min cycle; 15kg/24hr at 25°C ice capacity; CB, CE, EMC, GS

See more popular export models in the [Product Gallery](#).

Company facts

Year established	1979
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Hefei (Anhui)
Factory location(s)	Shunde, Zhongshan (Guangdong); Hefei (Anhui); Qingdao (Shandong); Ningbo (Zhejiang)
No. of full-time employees	3,500
Annual sales (all products)	\$300.0mn
Annual R&D spending	\$15.0mn

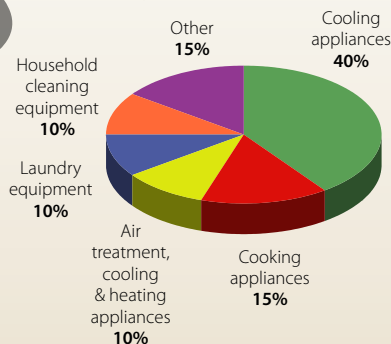
Sales & output: Household & kitchen appliances

Annual sales	\$30.0mn
Share of total sales	10%
Annual export sales	\$30.0mn
Total monthly capacity	25,000 units
Average monthly output	20,000 units
Capacity utilized	80%
Average monthly exports	20,000 units
Export ratio	100%

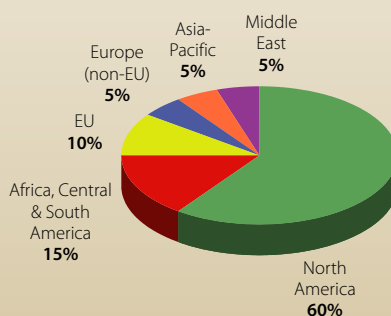
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Exports by product



Exports by market



PRODUCT GALLERY

Air treatment, cooling & heating appliances



Blue Era

(profile page 39)

Model: SEH3.5L

MOQ: 1,000 units

Description: Humidifier; ABS, AS housing; double mist sprayers; mist intensity adjustable via rotary switch; auto shut-off when empty; optional ionizer; 32W; 3.5L water tank capacity; 230x190x330mm; 1.3kg; CE, EMC, GS, RoHS



Dongguan Koren

(profile page 41)

Model: HP003

MOQ: 1,161 units

Description: Freestanding or wall-mount panel radiant and convection heater; ABS housing; overheating, tip-over protection; anti-frost feature; IP24 rating; CB, CE, GS



Dongguan Koren

(profile page 41)

Model: HV1001-15

MOQ: 840 units

Description: Heater; ABS, PP housing; three mica heating elements; adjustable thermostat; built-in wheels, handle; overheating, tip-over protection; anti-frost feature; 500, 1,000 and 1,500W settings; CB, CE, GS, RoHS



Dongguan Koren

(profile page 41)

Model: HV1501D

MOQ: 1,320 units

Description: Baseboard radiant and convection heater; ABS housing; digital LED display; automatic temperature control; overheating, tip-over protection; 750 or 1,500W; 650x170x292mm; CB, CE, ETL, GS, UL



First Union

(profile page 43)

Model: FB1011

MOQ: 100 units

Description: Bladeless fan; ABS housing; 1.8cm cord; 90-degree oscillation; variable speed; 10 to 32W; 65x25x16.5cm; 3kg; CB, CCC, CE, RoHS



G&H

(profile page 44)

Model: GH2193

MOQ: 1,000 units

Description: Ultrasonic humidifier; polished ABS housing; universal AC/DC adapter; uses PET bottle as water tank; operates up to 12hr without refill; auto shut-off when empty; 11W; 10.7x6.2x6.7cm; 0.2kg; CB, CCC, CE, ETL, GS, RoHS

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