China Smart Home Appliances Industry Report of Market Research and Investment Forecast Analysis, 2013-2018

目 录

CONTENTS

Chapter 1: Overview of China smart appliances industry

1.1 Overview of China smart appliance industry

- 1.1.1 Concept definition of China smart appliance industry
 - (1) the definition of smart appliances
 - (2) classification of smart appliances
 - (3) features of smart appliances
- 1.1.2 define the pseudo- smart appliances and smart appliances
- 1.1.3 analysis of the features and functions of smart appliances
- 1.1.4 analysis of the development stages of China smart appliance industry
 - (1) the emergence and development of smart appliance industry
 - (2) theoretical Analysis of the life cycle IDM
 - (3) the life cycle of smart appliances industry
 - (4) the smart appliance industry's technology development phase
- 1.1.5 analysis of history study of China smart appliance industry

1.2 Analysis of policy environment of China auto electronics industry,

- 1.2.1 industry-related policy development
- 1.2.2 the planning and development of intelligent home appliances industry
- 1.2.3 restructuring and revitalization plan of light industry

1.3 Analysis of economic environment of China auto electronics industry

- 1.3.1 analysis of the domestic macroeconomic environment
 - (1) the status of domestic macroeconomic
- 1.3.2 the impact of domestic macroeconomic environment on the industry
- (1) From the point of view of the industry, although the market fluctuates in the short-term, environment is good in the long term
 - (2) The influences of real estate control policies on the smart appliance industry are limited
- (3) RMB appreciation trend will compress the traditional household appliances' margins and adjusting the product structure has become an inevitable trend

1.4 Analysis of social environment of China auto electronics industry

- 1.4.1 analysis of the status of the domestic social environment
 - (1) the level of urbanization continuously improves
 - (2) people pay more and more attention to health and safety
- (3) the number of the elderly population continues to increase, the level of aging constantly improves
 - (4) consumer attitudes changes
 - 1.4.2 The impact of domestic social environment on the smart appliance industry
- (1) the level of urbanization continuously improves. changes of consumer attitudes will promote the growth of smart appliances market scale
- (2) people's aspirations for health and safety will promote the development of smart appliances industry
 - (3) Aging improvement will give opportunities for the smart appliance industry

1.5 Analysis of technical environment of China auto electronics industry

- 1.5.1 analysis of the status of the domestic technical environment
 - (1) growing R & D investment
 - (2) growing quantities of patents
 - (3) industry-related technology development
- 1.5.2 the impact of domestic technical environment on smart appliance industry
 - (1) growing R & D investment will promote the rapid development of smart appliance industry
 - (2) the development of related technical environments constraints the development of China smart



appliance industry

(3) There are a certain degree of difficulty and cost issues combining smart appliances industry and related technologies

1.6 Summary of macro environment analysis

- 1.6.1 the opportunities to develop smart appliances industry
- (1) The state's industrial upgrading of the household appliance industry will promote the development of smart appliance industry
 - (2) The gradually changing of consumption habits will have a huge demand for smart appliances
- (3) The development of smart technologies will bring opportunities for the smart appliance industry
 - 1.6.2 the threats for development of smart appliances industry
 - (1) unpurified standards
 - (2) the relevant technical environment is immature
 - (3) technical risk

Chapter 2: Analysis of China smart appliance market development

- 2.1 the basis of China smart appliance market
 - 2.1.1 basic conditions
 - 2.1.2 association of basic conditions and smart appliance industry

2.2 analysis of the association between the development of appliance industry and the development of smart appliances industry market

- 2.2.1 development status of the Chinese household appliance industry
 - (1) size of the market to stabilize
 - (2) a high degree of market concentration and stability
 - (3) higher trade barriers and barriers to enter
 - (4) industrial policy points to industrial upgrading
 - (5) the industry has good prospects for development
- 2.2.2 the development of China household appliance industry brings opportunities and threats to the smart appliance industry market
 - (1) opportunities
 - (2) threats

2.3 analysis of the association between smart home industry and the development of smart appliances industry market

- 2.3.1 analysis of the status quo of China smart home development
 - (1) a late start and the market is still small
 - (2) imbalances of regional development
 - (3) less market competition
 - (4) good industry outlook
- 2.3.2 the development of the smart home promotes the market-orientation of smart appliance industry
 - (1) the development of smart home will promote demand for smart appliances
- (2) interoperability and integration of relevant technical standards and agreements will promote the convergence of criteria of smart appliances
- (3) the mature of smart home technology in favor of networking and communication level of smart appliances

2.4 analysis of the correlation between smart grid development and smart appliance industry market

- 2.4.1 analysis of the status of smart grid development in China
 - (1) the ratio of the scale of Chinese investment in smart grid significantly improves
 - (2) China smart grid investment favors the east, central and northern regions
 - (3) the Chinese smart grid investment focuses on large-scale grids
- 2.4.2 the development of China smart grid market has brought opportunities and threats to the development of smart appliance industry
 - (1) opportunities
 - (2) threats

2.5 analysis of the correlation between Internet development and smart appliance industry market

- 2.5.1 analysis of the status quo of China Internet development
 - (1) scale of Internet users and the time of Internet browsing are growing
 - (2) Internet-based resources become more abundant
 - (3) the development of Internet applications is stable
- 2.5.2 the impact of the development of the Internet market on the smart appliance industry



- (1) penetration of Internet technology to household appliances
- (2) Internet companies station in the smart appliance industry

2.6 analysis of the correlation between IOT development and smart appliance industry market development

- 2.6.1 analysis of the status of development of IOT
- (1) basically complete industrial system of IOT, but not yet formed a true sense of the shape and flashpoint of the networking industry
- (2) the level of the core technology of China IOT Internet is still a gap with the developed countries
 - (3) the standardization of IOT needs to strengthen the overall management
 - (4) the rapid expansion of market size of IOT
- 2.6.2 the development of IOT brings opportunities and threats to the industrial development of smart household appliances industry
 - (1) opportunities
 - (2) threats

2.7 analysis of the development of triple play and smart appliances industry market

- 2.7.1 Analysis of the status quo of triple play development
- (1) the number of users of triple play to achieve a breakthrough
- (2) the triple play into the overall promotion period
- (3) there are some technical difficulties for triple play
- (4) the triple play has not yet formed an effective profit model
- 2.7.2 the triple play brings opportunities and threats to the smart appliance industry market
 - (1) opportunities
 - (2) threats

Chapter 3: Analysis of development of domestic and foreign appliance industries

3.1 analysis of the development of international smart appliances industry

- 3.1.1 analysis of American smart appliances development
 - (1) development of smart grid technologies
 - (2) development of demand responsive appliances
 - (3) the development of residential energy management system
 - (4) the standardization of smart grid appliances
- 3.1.2 analysis of European smart appliances development
 - (1) development of smart grid technologies
 - (2) intelligent technology of household appliances
 - (3) the development of residential energy management system
- 3.1.3 analysis of Japanese smart appliances development
 - (1) smart grid of Japanese characteristics
 - (2) development of intelligent network appliances
- 3.1.4 enlightenments from the experience of the international smart appliances industry
 - (1) Smart grid is the driving force of smart appliances
 - (2) The smart grid will promote the rapid development of smart appliance industry

3.2 Analysis of the development of China smart appliance industry

- 3.2.1 The development status of Chinese smart appliances industry
- 3.2.2 Analysis of the Chinese home appliance industry market
 - (1) products investment
 - (2) product development
 - (3) product on sale
 - 1) categories of products on sale of Chinese home appliance enterprises
 - 2) prices of products on sale of Chinese home appliance enterprises
 - (4) case study of products
 - (5) analysis of product trend
 - (6) product forecast

Chapter 4: Analysis of technical development of Chinese household appliance industry

4.1 Analysis of fuzzy control technology development

- 4.1.1 Overview of fuzzy control technology
 - (1) overview of the development of fuzzy control technology
 - (2) the fuzzy control system
 - (3) the characteristics of fuzzy control technology
 - (4) the development prospects of fuzzy control technology

- 4.1.2 the application of fuzzy technology
 - (1) application of fuzzy technology
 - (2) system analysis
 - 1) Systematic review
 - 2) analysis of washing machine's fuzzy system

4.2 analysis of neural network technology development

- 4.2.1 overview of the development of neural network technology
 - (1) overview of the development of neural network technology
 - (2) the neural network control system technology
 - (3) the main characteristics of neural network technology
 - (4) neural network technology trends
- 4.2.2 the application of neural network technology

4.3 analysis of cloud computing technology

- 4.3.1 the development of cloud computing
 - (1) development status of cloud computing
 - (2) the characteristics of cloud computing
 - (3) cloud computing project
 - (4) competitive analysis of cloud computing
 - (5) the development trend of cloud computing
 - (6) corporate restructuring
- 4.3.2 analysis of the development of cloud computing technology
 - (1) standardization progress
 - (2) key technologies

Chapter 5: Analysis of major product market segments of China smart appliances

5.1 analysis of smart TV market development

- 5.1.1 analysis of the status of Chinese smart TV market
 - (1) rapid expansion of the market size
 - (2) intense market competition
 - (3) strong demand for consumer purchase
 - (4) technology has not been very mature
 - (5) The current major brands of smart TV are still the traditional TV brands
 - (6) the launch of industry standards promotes the development of smart TV
 - (7) fierce competition of all-in-one machine and STB mode in the short term
- 5.1.2 smart TV trends and prospects
 - (1) the development trend analysis
 - (2) Development Forecast
- 5.1.3 the smart TV consumer awareness and demand for research
 - (1) The purpose of the survey sample description
 - (2) consumer demand for smart TV functions
 - (3) the purchase of consumer expectations for smart TV brands
 - (4) affect the main reason for consumers to buy smart TV
 - (5) consumer acceptance of smart TV prices
 - (6) consumer spending trends and smart TV forecast

5.2 analysis of intelligent washing machine market

- 5.2.1 analysis of the development status of smart washing machine in China
 - (1) large market size
 - (2) a high level of technological development
 - (3) the fierce market competition
 - (4) consumer demand for smart washing machines is growing
- 5.2.2 the development trend of China smart washing machine and prospects
 - (1) trends
 - (2) development prospects

5.3 analysis of the development of intelligent air-conditioning market

- 5.3.1 analysis of the development status of China air-conditioning market
 - (1) the development of intelligent air-conditioning market is still in its infancy
 - (2) intelligent air-conditioning market is expanding
- (3) intelligent air-conditioning market is highly competitive, enhance the competitiveness of domestic brands
 - (4) the competition direction steering to performance and design

- 5.3.2 The development trend of China smart air-conditioning and prospects
 - (1) trends
 - (2) development prospects

5.4 analysis of smart refrigerator market

- 5.4.1 analysis of the development status of Chinese intelligent refrigerator market
 - (1) the current size of the market is small
 - (2) relevant technology becomes more mature
 - (3) the degree of competition for high-end smart fridges is relatively small
 - (4) smart refrigerator brands is almost traditional refrigerator brands
- (5) consumers' awareness of smart refrigerator is increasing, the market is gradually cultivated
 - 5.4.2 analysis of trends and prospects of intelligent fridge
 - (1) analysis of trends of smart refrigerator
 - 1) the market size will grow
 - 2) the single function will have increasingly high level of intelligence
 - 3) the level of networking and communications will rapidly develop
 - (2) development prospects for intelligent fridge

5.5 analysis of intelligent small household electrical appliances market

- 5.5.1 analysis of the development status of China smart small appliances
 - (1) the current overall intelligent small household electrical appliances is in a single stage
 - (2) the development of related technologies
 - (3) relatively small market competition
 - (4) consumers are vague about the concept of intelligent small appliances
- 5.5.2 analysis of trends and prospects of China small intelligent household appliances
 - (1) development trends
 - (2) prospects

Chapter 6: Analysis of operation of leading enterprises of China smart appliance industry

6.1 case study of typical China smart household electrical appliance enterprises

- 6.1.1 explanation of selection of the sample enterprises
- 6.1.2 explanation of the overall sample enterprises
 - (1) sales income
 - (2) analysis of average sales business. revenue
 - (3) analysis of the amount of profits and profit rate

6.2 Analysis of operation of leading enterprises of China smart appliance industry

- 6.2.1 Haier Electronics Group Co., Ltd.
 - (1) introduction of company development
 - (2) analysis of the company's main business and products
 - (3) sales channels and network
 - (4) analysis of the company's operation

如需了解报告详细内容,请直接致电前瞻客服中心。

全国免费服务热线: 400-068-7188 0755-82925195 82925295 83586158

或发电子邮件: service@qianzhan.com

或登录网站: https://bg.qianzhan.com/

我们会竭诚为您服务!