



## HAIER LEADS THE RANKING OF HOUSEHOLD APPLIANCE BRANDS FOR THE THIRTEENTH CONSECUTIVE YEAR

*Haier is the world's leading household appliance brand according to Euromonitor International's annual "Global Major Appliances" ranking.*

Once again, and for the thirteenth year running, the **Haier** brand is at the top of the global ranking of household appliance manufacturers, confirming its position as the world's No. 1.

Compiled annually by **Euromonitor International**, a world leader in business intelligence and consumer research services, the "Global Major Appliances" report ranks manufacturers of major household appliances (washing machines, dishwashers, ovens, hobs, microwaves and refrigerators) **based on the value of retail sales** across all channels in 2021.



Specifically, in addition to leading the overall ranking, **Haier ranked first for the sale of refrigerators** (fourteenth year running), **freezers** (eleventh year running), **washing appliances** (thirteenth year running) and **wine cellars** (twelfth year running), reaffirming its **undisputed global leadership** in the sector.



**Haier**, the premium brand of Haier Smart Home, bases its competitive advantage on its continuous **capacity for innovation** combined with a **tailor-made** approach, both in terms of products and markets.

Starting from the desire to translate the **Smart Home** concept into reality, Haier is able to build the loyalty of its own consumers and continually win new ones thanks to the possibilities offered by **the continuous expansion of its ecosystem of products and services** built and based on the **Internet of Things**.

#### **HAIER**

*Haier is the household appliance brand dedicated to those who aspire to premium experiences. Advanced technology, superior design and tailor-made experiences are the three souls of Haier, which offers a wide range of products and solutions in the washing, cooling, cooking and air conditioning segments. The Haier brand is part of the Haier Smart Home Group, the world's number one large household appliance brand (source: Euromonitor, 2020).*

[www.haier-europe.com](http://www.haier-europe.com)

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