

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	5	4.4 Consolidated balance sheet Assets-Liabilities structure.....	80
INTRODUCTION.....	7	4.5 Companies financial results growth.....	81
1. GENERAL INFORMATION.....	8	4.6 Comparative assessment of group of companies' financial indicators (2018).....	85
1.1 Industry definition.....	11	5. VALUATION OF COMPANIES OF THE INDUSTRY.....	89
1.2 Industry general facts & figures.....	12	5.1 Valuation methodology.....	90
1.3 Industry characteristics.....	13	5.2 Valuation of companies of the industry(2012-2018).....	91
1.4 Market size of electronic and electrical household appliances chains stores.....	34	6. MARKET.....	92
2. INSTITUTIONAL FRAMEWORK.....	35	6.1 Total market size of electrical household appliances & Audio visual devices (2009-2018).....	93
3. DEMAND.....	37	6.2 Domestic market size - White electrical household appliances (2009-2018)	94
3.1 Determinants of demand.....	62	6.3 Domestic market size - Audio visual devices (2009-2018).....	95
3.2 Analysis of selected determinants of demand.....	64	6.4 Annual consumption of electrical household appliances & Audio visual devices per household (2009-2017)	96
4. SUPPLY.....	69	6.5 Market structure, by device category (2018).....	97
4.1 Major companies of the industry.....	71	6.6 External trade - White electrical household appliances.....	98
4.2 Turnover growth of major companies of the industry (2014-2018).....			
4.3 Ranking of major companies based on turnover 2017.....			
4.4 Financial analysis of the industry (2010-2018)....			
4.5 Groups of companies financial indicators comparison (2018).....			

TABLE OF CONTENTS

6.7 External trade - Refrigerators-Fridge freezers-Freezers.....	102	6.24 Porter's five forces.....	125
6.8 External trade - Electrical cookers.....	103	7. INTERNATIONAL MARKET.....	132
6.9 External trade - Washing machine.....	104	7.1 Market size in EE-28.....	133
6.10 External trade - Cooker hoods.....	105	7.2 Production in EE-28.....	135
6.11 External trade - Microwave ovens.....	106	7.3 External trade - White electrical household appliances (2012-2018)	137
6.12 External trade - Built-in ovens and stoves.....	107	7.4 External trade - Audio visual devices (2012-2018)	148
6.13 External trade - Dishwashers.....	108	8. CONCLUSIONS-PROSPECTS.....	159
6.14 External trade - Audio visual devices.....	109	8.1 SWOT Analysis.....	160
6.15 External trade - Televisions.....	113	8.2 Main findings - Prospects.....	161
6.16 External trade - Portable audio devices.....	114	APPENDIX	
6.17 External trade - DVD/BLU-RAY/VIDEO.....	115	Financial indicators of the industry(2010-2018).....	165
6.18 External trade - Individual devices Hi-Fi / Home cinema.....	116	A. Capital structure and leverage indicators	166
6.19 External trade - All-in-one Hi-Fi systems.....	117	B. Liquidity indicators	178
6.20 External trade - Video cameras.....	118	C. Activity indicators.....	184
6.21 External trade - Projectors.....	119	D. Performance indicators.....	196
6.22 Consumption trends - Electrical and electronical equipment(EEE).....	120	Financial formulas.....	206
6.23 Facts and figures of electrical and electronic equipment waste management(WEEE).....	121	SOURCES AND BIBLIOGRAPHY.....	207