

HOME APPLIANCES AND ELECTRONICS MARKET IN BELARUS

- Belarus is one of the leading countries in the CIS region by the amount of production of refrigerators, freezers, washing machines, TV sets, etc.
- More than 40 companies operate in the industry, producing above 30 kinds of home appliances and electronics.
- The sector is highly export-oriented. Nearly 75% of home appliances produced in Belarus are sold abroad. Major markets: CIS countries, Poland, Germany.
- The market capacity in 2012 amounted to 727,4 mn \$; domestic consumption over the period from 2009 to 2012 increased by 30%.
- Major sector players: CJSC Atlant., Holding «Horizont», OJSC VITYAS.

Key figures

Output

883,3 mn \$

Market capacity

727,4 mn \$

Export

661,4 mn \$

Import

304,5 mn \$

Consumption per capita

76,9 \$

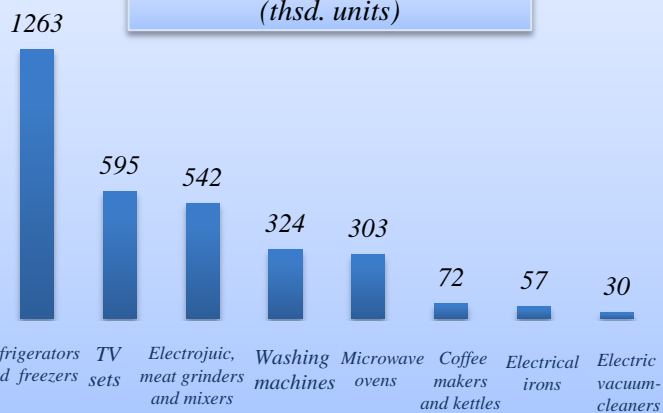
Employed in the sector

13,9 thsd. people

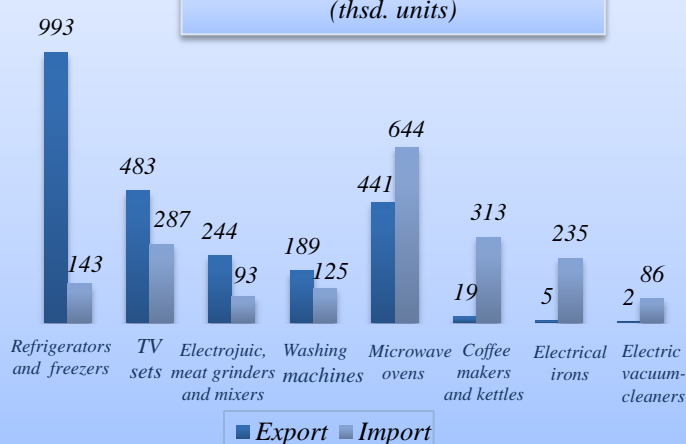
Average monthly wages

556 \$

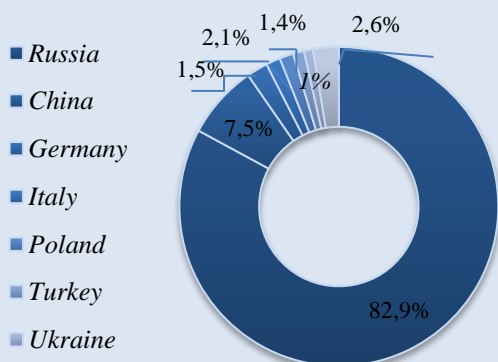
Production 2012 (thsd. units)



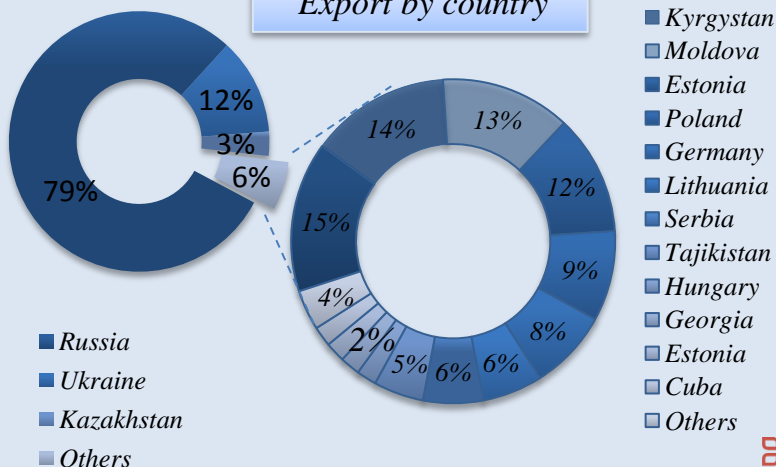
External trade 2012 (thsd. units)



Import by country

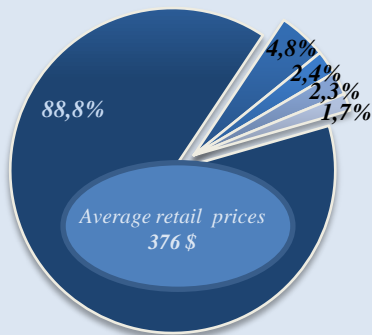


Export by country

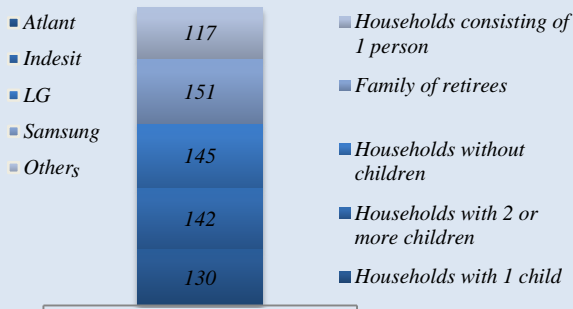


Market of refrigerators and freezers 2012

Major market players



The degree of saturation (units per 100 households)



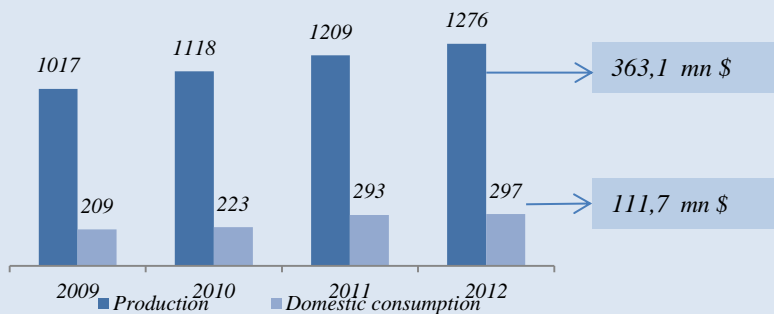
The largest domestic companies :

CJSC Atlant
(Minsk Refrigerators Plant)

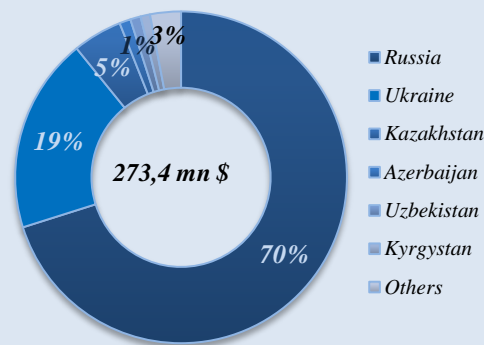
Employees 6268

Average monthly wages 682 \$

Production and domestic consumption 2009-2012 (thsd. units)

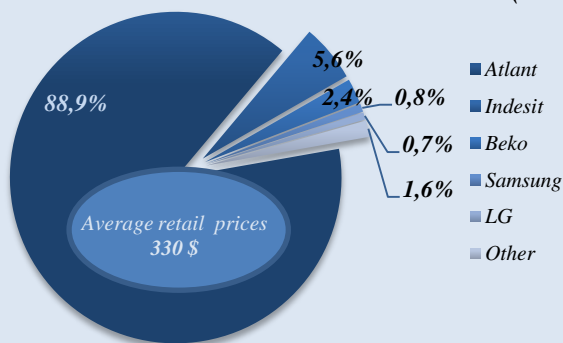


Export by country 2012

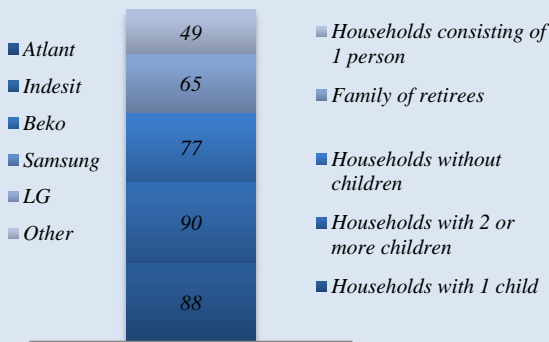


Market of washing machines 2012

Major market players



The degree of saturation (units per 100 households)



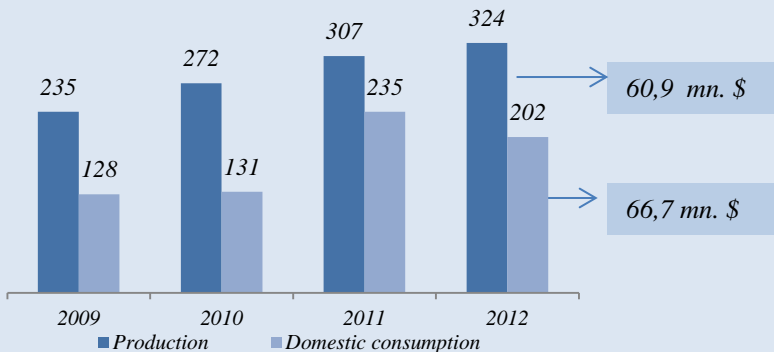
The largest domestic companies :

CJSC Atlant
(Household Appliances Plant)

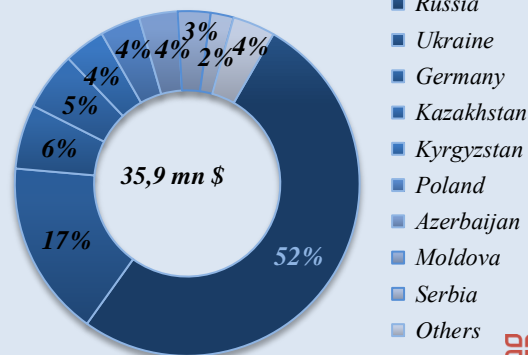
Employees 626

Average monthly wages 606 \$

Production and domestic consumption 2009-2012 (thsd units)

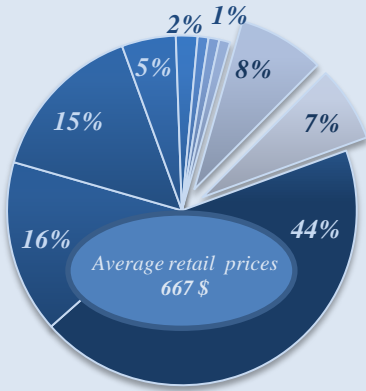


Export by country 2012

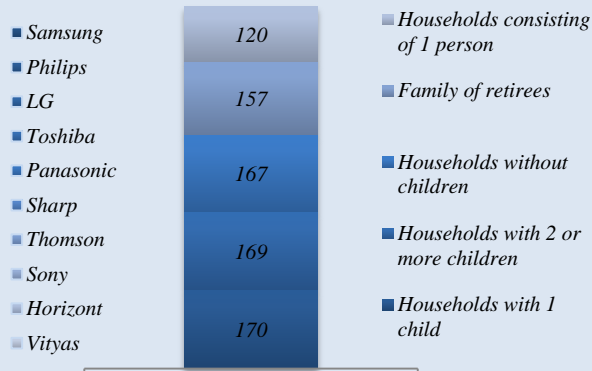


Market of TV sets 2012

Major market players



The degree of saturation (units per 100 households)



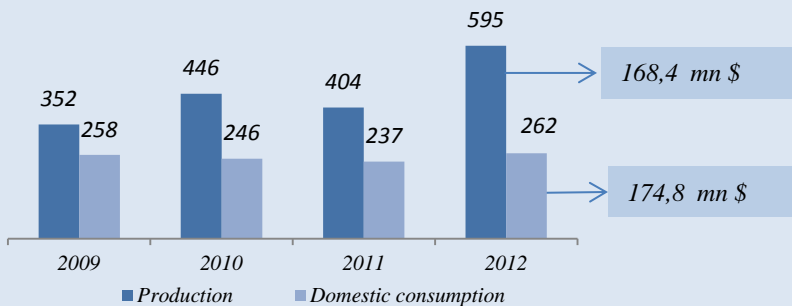
The largest domestic companies:

- Factory of electronics and home appliances "Horizont" (Holding Horizont)
- OJSC VITYAS

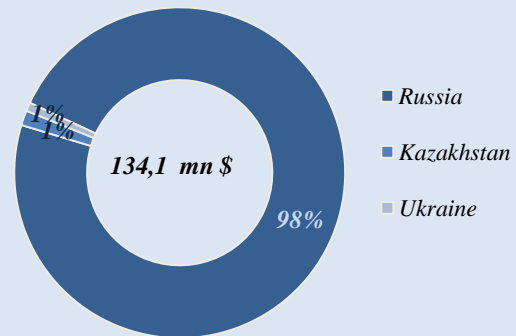
Employees : 3361

Average monthly wages : 354 \$

Production and domestic consumption, 2009-2012 (thsd. units)



Export by country 2012

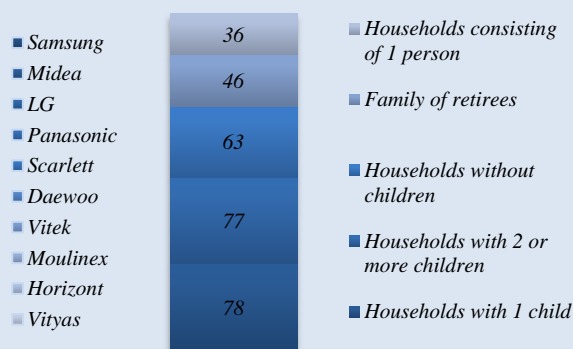


Market of microwave ovens 2012

Major market players



The degree of saturation (units per 100 households)



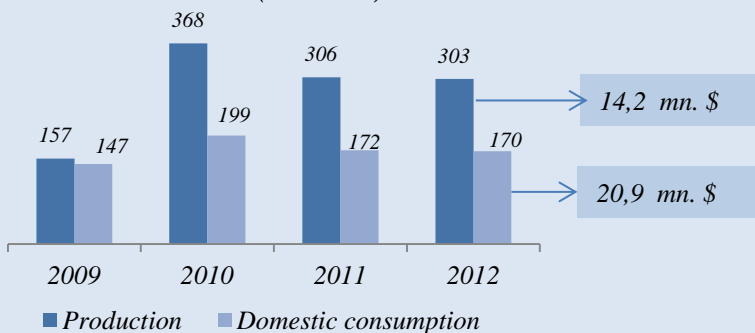
The largest domestic companies:

- JV Midea-Horizont (Holding Horizont)
- OJSC VITYAS

Employees: 2803

Average monthly wages: 360 \$

Production and domestic consumption, 2009-2012 (thsd. units)



Export by country 2012

