

Brief on

Home Appliance Industry of Pakistan

1. Overview

The home appliance industry of Pakistan was established in 1980s based on fiscal parameters offered by the Government of Pakistan. The country observed a significant rise in production of domestic appliances such as Refrigerators, Air conditioners, smart phones, TVs, watches, and other small electronic appliances over the past few years. Moreover, the home appliances sector occupies around 95 percent of the domestic market. Middle East, South Asia and Africa are major export potentials of Pakistan. Haier Pakistan is one of the leading brands of Pakistan which contributes as the top global brand in connected air conditioners. Haier air-conditioners are exported to 32 countries and regions, including the United States, Italy, France, Russia and India. Other major competitors are Dawlance, PEL and Orient. They are also contributing their shares in Pakistan's export market.



2. Major Categories

Extremely diversified products range of Home Appliances is being manufactured in Pakistan.

- Air Conditioners.
- Refrigerators, Freezers.
- Kitchen Appliances (Microwave Ovens, Cooking Ranges, Water Dispensers etc).
- Domestic Appliances (Sewing Machines, Washing Machines etc).

3. Particular Significance of Sector

Pakistan has a diversified market of consumer durables, where a number of units are engaged in production/assembling of wide range of domestic appliances like Washing Machines, Deep Freezers, Refrigerators, Split AC, and Sewing Machines etc. Moreover, the numbers of units along exported value of large scale home appliances are as follows:

Major Products	Exports (2019-20)	
	Quantity (No. of Units)	Value (Rupees'000')
Refrigerators	3,986	127,278
Freezers	1,380	48,688

Air Conditioners	816	34,665
Washing Machine	6,895	78,736
Sewing Machine	67	360

Source: Pakistan Bureau of Statistics

4. Trade Analysis

The table given below represents the trade comparison of Pakistan and Global Home Appliances:

Pakistan Vs. Global Trade Statistics (US \$ Million 2019)			
Pakistan		Global	
Exports	Imports	Exports	Imports
5.6	389.2	258,333	257,145

Source: Trade Map

5. Associations

- Pakistan Electronics Manufacturers Association (PEMA).

6. Major Clusters

- Lahore.
- Karachi.
- Gujranwala.
- Gujrat.

7. Major Local Players

- Haier (Pvt).
- Pak Elektron Limited (PEL).
- Dawlance (Pvt).
- Orient Electronics (Pvt).
- Waves- Singer (Pvt).
- Super Asia Pakistan.

8. Potential Available in Home Appliance Sector

- Joint Ventures
- Investments
- FTA's/PTA's