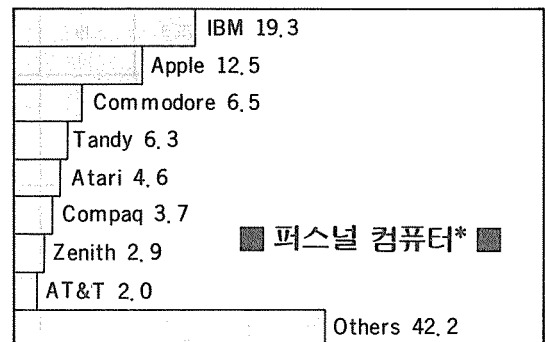
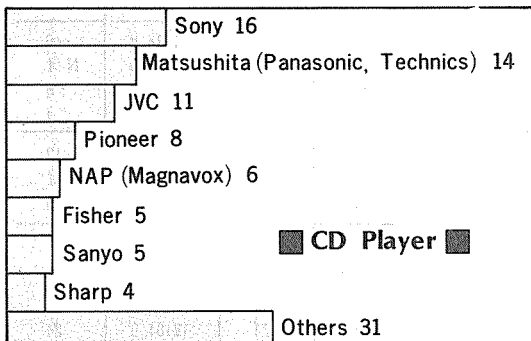
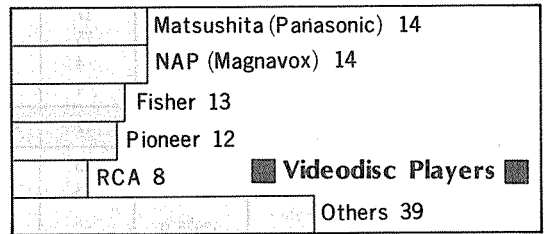
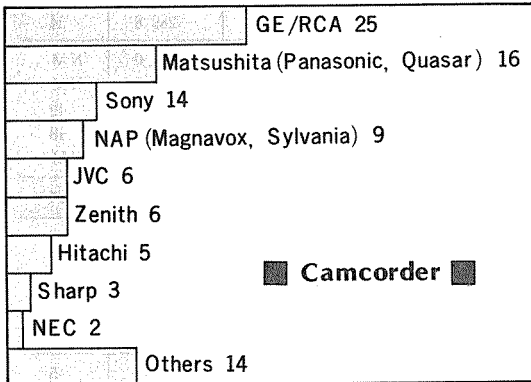
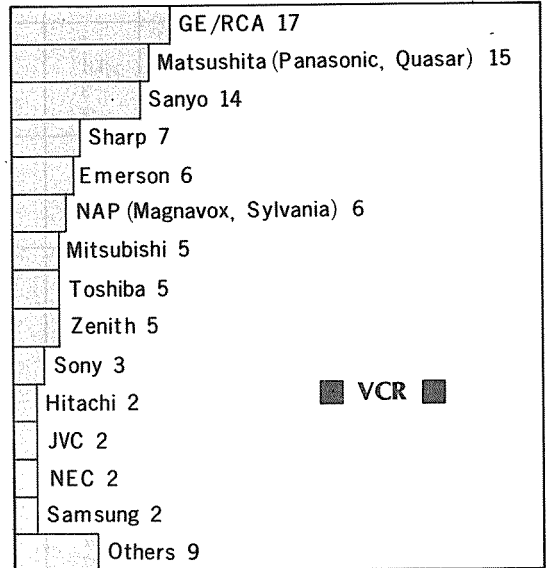
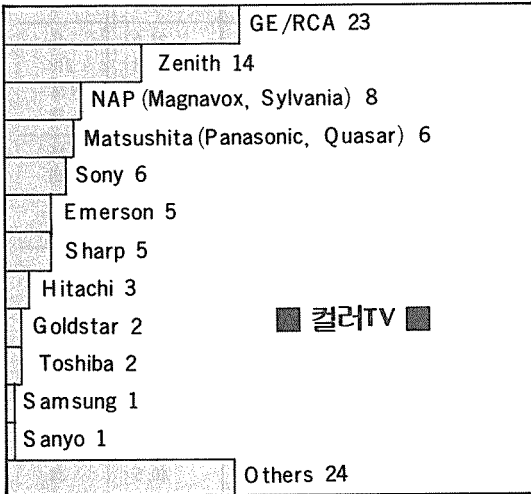


美國의 主要 電子製品 業体別 Market Share (1987)

資料 : Appliance Manufacturer, 1988. 2



*Dataquest 1987년 예측

	DEC 21.3
	IBM 20.3
	Wang 14.4
	NBI 9.1 ■ 워드프로세서 (전용)* ■
	Lanier 8.3
	Others 26.6

* Dataquest 1986년 자료

	Epson 23
	Okidata 17
	Apple 14
	IBM 8 ■ 프린터 ■
	Toshiba 4
	NEC 2
	Others 32

	Ricoh 15.7
	Canon 12.5
	Pitney Bowes 12.0
	Sharp 10.4 ■ 팩시밀리* ■
	Fujitsu 7.2
	Others 42.2

* Dataquest 1986년 자료

	WCI 23
	GE 18
	Whirlpool 18
	Fedders 10
	Emerson Quiet Kool 9
	Carrier 6
	Friedrich 4
	Amana 3 ■ Room Air Conditioners ■
	Addison 2
	Others 7

	GE 35
	Whirlpool 28
	WCI 21
	Admiral 10
	Amana 5 ■ 냉장고 ■
	Others 1

	Sanyo 21
	Samsung 16
	Sharp 16
	Litton 7
	Matsushita (Panasonic, Quasar) 7
	Amana 6
	Goldstar 5
	Tappan 5
	Magic Chef 4 ■ 전자렌지 ■
	Toshiba 2
	Whirlpool 2
	Others 9

	Whirlpool 50
	GE 17
	Maytag 15
	WCI 10
	Speed Queen 4
	Norge 1 ■ 세탁기 ■
	Others 3

	GE 40
	Design and Manufacturing* 20
	Whirlpool 19
	Maytag 7
	WCI 7 ■ 식기세척기 ■
	Hobart/Emerson 5
	Thermador/Waste King 1
	Others 1 * 現 WCI의 계열사

	Hoover 37
	Eureka 18
	Whirlpool 10
	Regina 9
	Kirby 7
	Singer 7
	Electrolux 5 ■ 진공청소기 ■
	Bissell 1
	Others 6

	Broan 30
	Nutone 20
	Rangaire 18
	Aubrey 12
	Western Metal Products 10
	Others 10

■ 렌지후드 ■

	Black & Decker 39
	Sunbeam 21
	Norelco 15
	WearEver-Proctor Silex 13
	Hamilton Beach 5
	West Bend 3
	Others 4

■ 전기다리미 ■

	Bemis 41
	Emerson 31
	Toastmaster 20
	Lasco 5
	Others 3

■ 가습기(휴대용) ■

	GE 30
	WCI 15
	Whirlpool 13
	Roper 14
	Caloric 7
	Tappan 7
	Magic Chef 6
	Hardwick 2
	Jenn-Air 2
	Others 4

■ 전기렌지 ■

	Norelco 60
	Pollenex 22
	Bionaire 7
	Conair 5
	Others 6

■ 공기청정기 ■

	WearEver-Proctor Silex 40
	Toastmaster 32
	Black & Decker 16
	Sunbeam 4
	Others 8

■ 토스터 ■

	Whirlpool 36
	WCI 32
	Admiral 22
	Amana 6
	Others 4

■ 냉동고 ■

	Black & Decker 31
	Sunbeam 28
	Hamilton Beach 16
	Waring 9
	Rival 6
	Robeson 6
	Others 4

■ 믹서(휴대용) ■

	IBM 25.1
	Xerox 10.9
	Swintec 10.3
	Canon 8.6
	Adler Royal 8.4
	Others 36.7

■ Typewriters (electronic) ■

	Norelco 47
	Remington 33
	Braun 10
	Ronson 3
	Panasonic 2
	Schick 2
	Others 3

■ 전기면도기 ■

	Smith-Corona 35.2
	Brother 22.8
	Canon 10.1
	Sharp 7.6
	Panasonic 7.5
	Others 16.8

■ Typewriters (portable) ■