

Market Analysis

There's a saying that Dyson is a harvester for the middle class. In this section, I will explore the market strategy of Dyson to explain how it becomes so popular with the middle class.

Market Share

Dyson, a brand comes from British now is available in over 65 countries.

Dyson sold 13 million products worldwide during 2016, 3 million more than in 2015. Asians were responsible for a big part of that increase. Three years after entering China, Dyson saw its sales there surge 244%. Making it the top vendor of house hold electrical appliances.

Vacuums

The company's share of the non-robot vacuum cleaner market is increasing. It increases 6.1% in 2016, up from 5.4% in 2015, despite Dyson's high prices, ranging from about \$300 to \$600. We can also see the price of Dyson is much higher than its competitors. The reason is that Dyson mainly aims at middle class homes with a baby. A research shows having Dyson is becoming a symbol of a middle class home.

Haircare

A few years ago, when Dyson launched its line of hair-care, it was priced higher than others in the market. Yet it emerged as a trusted brand for hair appliances. What Dyson managed to be so successful was **to play off its image of being futuristic. Instead of marketing their products to women alone, Dyson simply marketing its appliances to people excited by new technology.**

Aerodynamic phenomenon called Coanda effect to curves air to attract and wrap hair to the barrel.

Electric Vehicle

This action is not groundless. Dyson has years of experience with Dyson Digital Motor technology and large capacity battery manufacturing technology. Personally, I'm looking forward to this product.

Brand Influence Building

For consumers

Brands have a tone of voice and a personality that makes it easier for them to connect with their customers, providing the “human” elements that facilitate long-term relationships. Dyson hears from the need and try to make it a new version of product.

For employees

This company started by an engineer. The goal of the the company is innovation. The research and development department is the heart of this company and get great investment every year. In this innovative company, more engineers are willing to come and take Dyson as their home.

For society

The James Dyson Foundation inspire the next generation of engineers, it provides the money, materials and mentorship that children need, so that they can get hands-on with problems, and find solutions.