

Consumer Appliances in Australia

<https://marketpublishers.com/r/CC2596CD743EN.html>

Date: February 2023

Pages: 135

Price: US\$ 2,650.00 (Single User License)

ID: CC2596CD743EN

Abstracts

Demand for consumer appliances started to cool in 2022 following two years of strong growth due to the pandemic and stay-at-home lifestyles. Retail volume decline was primarily caused by reduced demand for small appliances as consumers shifted their spending towards travel and other experiences outside of the home, rather than seeing a need to immediately replace newly-acquired models. As a result, many categories, particularly food preparation appliances and small cooking appliances, experience...

Euromonitor International's Consumer Appliances in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

CONSUMER APPLIANCES IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 2 Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 3 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 4 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

Table 5 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 6 Sales of Consumer Appliances by Category: Value 2017-2022

Table 7 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 8 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 11 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 12 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 13 Sales of Small Appliances by Category: Volume 2017-2022

Table 14 Sales of Small Appliances by Category: Value 2017-2022

Table 15 Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 16 Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 18 LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 19 NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 20 LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 21 Distribution of Major Appliances by Format: % Volume 2017-2022

Table 22 Distribution of Small Appliances by Format: % Volume 2017-2022

Table 23 Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 24 Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 25 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 29 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 30 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 31 Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 32 Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 33 Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 34 Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slowing volume growth in 2022, while value sales are on the rise

Larger capacity fridge freezers and versatility required by Australians

Premiumisation inspires new product innovations

PROSPECTS AND OPPORTUNITIES

Leading players to compete through differentiation

Electric wine coolers/chillers set to gain stronger growth momentum

Energy efficiency and design are expected to become the key driving forces

CATEGORY DATA

Table 35 Sales of Refrigeration Appliances by Category: Volume 2017-2022

Table 36 Sales of Refrigeration Appliances by Category: Value 2017-2022

Table 37 Sales of Refrigeration Appliances by Category: % Volume Growth 2017-2022

Table 38 Sales of Refrigeration Appliances by Category: % Value Growth 2017-2022

Table 39 Sales of Freezers by Format: % Volume 2017-2022

Table 40 Sales of Freezers by Volume Capacity: % Volume 2017-2022

Table 41 Sales of Fridge Freezers by Format: % Volume 2017-2022

Table 42 Sales of Fridge Freezers by Volume Capacity: % Volume 2017-2022

Table 43 Sales of Fridge Freezers by Connected Appliances: % Volume 2018-2022

Table 44 Sales of Fridges by Volume Capacity: % Volume 2017-2022

Table 45 NBO Company Shares of Refrigeration Appliances: % Volume 2018-2022

Table 46 LBN Brand Shares of Refrigeration Appliances: % Volume 2019-2022

Table 47 NBO Company Shares of Built-in Fridge Freezers: % Volume 2018-2022

Table 48 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2018-2022

Table 49 NBO Company Shares of Built-in Fridges: % Volume 2018-2022

Table 50 NBO Company Shares of Freestanding Fridges: % Volume 2018-2022

Table 51 Distribution of Refrigeration Appliances by Format: % Volume 2017-2022

Table 52 Production of Refrigeration Appliances: Total Volume 2017-2022

Table 53 Forecast Sales of Refrigeration Appliances by Category: Volume 2022-2027

Table 54 Forecast Sales of Refrigeration Appliances by Category: Value 2022-2027

Table 55 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2022-2027

Table 56 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2022-2027

HOME LAUNDRY APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation drives double-digit value growth, while demand slows for home laundry appliances in Australia

Consumers continue to focus on energy efficiency and hygiene

Minimal laundry space drives up demand for automatic washer dryers

PROSPECTS AND OPPORTUNITIES

Darker finishes of home laundry appliances gaining in popularity in line with interior trends

Smart home laundry appliances set to gain in popularity in Australia

Local policy makers support sustainability call for energy-efficient washing machines

CATEGORY DATA

Table 57 Sales of Home Laundry Appliances by Category: Volume 2017-2022

Table 58 Sales of Home Laundry Appliances by Category: Value 2017-2022

Table 59 Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022

Table 60 Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022

Table 61 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022

Table 62 Sales of Automatic Washing Machines by Format: % Volume 2017-2022

Table 63 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022

Table 64 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022

Table 65 NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022

Table 66 LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022

Table 67 Distribution of Home Laundry Appliances by Format: % Volume 2017-2022

Table 68 Forecast Sales of Home Laundry Appliances by Category: Volume 2022-2027

Table 69 Forecast Sales of Home Laundry Appliances by Category: Value 2022-2027

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2022-2027

Table 71 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2022-2027

DISHWASHERS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume growth of dishwashers slows due to sluggish housing market in 2022

Noise level and energy efficiency concerns arise from long hours spent at home

Heightened hygiene awareness leads to further new product development

PROSPECTS AND OPPORTUNITIES

Smart appliances with connected features to drive future value growth

Built-in format set to gain in popularity

Further retail e-commerce penetration with a focus on omnichannel experience

CATEGORY DATA

Table 72 Sales of Dishwashers by Category: Volume 2017-2022

Table 73 Sales of Dishwashers by Category: Value 2017-2022

Table 74 Sales of Dishwashers by Category: % Volume Growth 2017-2022

Table 75 Sales of Dishwashers by Category: % Value Growth 2017-2022

Table 76 Sales of Dishwashers by Format: % Volume 2017-2022

Table 77 Sales of Dishwashers by Connected Appliances: % Volume 2018-2022

Table 78 NBO Company Shares of Dishwashers: % Volume 2018-2022

Table 79 LBN Brand Shares of Dishwashers: % Volume 2019-2022

Table 80 Distribution of Dishwashers by Format: % Volume 2017-2022

Table 81 Forecast Sales of Dishwashers by Category: Volume 2022-2027

Table 82 Forecast Sales of Dishwashers by Category: Value 2022-2027

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2022-2027

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2022-2027

LARGE COOKING APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sluggish housing market subdues demand for large cooking appliances in 2022

Steam ovens become prevalent with self-cleaning generating significant interest

Large cooking appliances remains fairly consolidated competitive landscape in 2022

PROSPECTS AND OPPORTUNITIES

Players likely to focus on innovative design and cooking functionality

Increasing competition for ovens offered by other consumer appliances

Sustainability shapes the future kitchen with call for an end to gas cooking

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2017-2022

Table 86 Sales of Large Cooking Appliances by Category: Value 2017-2022

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2017-2022

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2017-2022

Table 89 Sales of Built-in Hobs by Format: % Volume 2017-2022

Table 90 Sales of Ovens by Connected Appliances: % Volume 2018-2022

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2018-2022

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2019-2022

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2018-2022

Table 94 NBO Company Shares of Ovens: % Volume 2018-2022

Table 95 NBO Company Shares of Cooker Hoods: % Volume 2018-2022

Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2018-2022

Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2018-2022

Table 98 NBO Company Shares of Cookers: % Volume 2018-2022

Table 99 NBO Company Shares of Range Cookers: % Volume 2018-2022

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2017-2022

Table 101 Production of Large Cooking Appliances: Total Volume 2017-2022

Table 102 Forecast Sales of Large Cooking Appliances by Category: Volume 2022-2027

Table 103 Forecast Sales of Large Cooking Appliances by Category: Value 2022-2027

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2022-2027

Table 105 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2022-2027

MICROWAVES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of microwaves remain slow and steady

Replacement rates remain dependent on multifunctionality

Panasonic remains Australia's leading microwave brand

PROSPECTS AND OPPORTUNITIES

Ongoing demand for microwaves with built-in format continuing to expand

Multifunctional microwaves set to gain further traction

Integrated kitchen design set to stimulate demand

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2017-2022

Table 107 Sales of Microwaves by Category: Value 2017-2022

Table 108 Sales of Microwaves by Category: % Volume Growth 2017-2022

Table 109 Sales of Microwaves by Category: % Value Growth 2017-2022

Table 110 Sales of Microwaves by Connected Appliances: % Volume 2018-2022

Table 111 NBO Company Shares of Microwaves: % Volume 2018-2022

Table 112 LBN Brand Shares of Microwaves: % Volume 2019-2022

Table 113 Distribution of Microwaves by Format: % Volume 2017-2022

Table 114 Forecast Sales of Microwaves by Category: Volume 2022-2027

Table 115 Forecast Sales of Microwaves by Category: Value 2022-2027

Table 116 Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027

Table 117 Forecast Sales of Microwaves by Category: % Value Growth 2022-2027

FOOD PREPARATION APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong drop in sales for food preparation appliances in 2022

Premiumisation supports value sales

Online shopping for food preparation appliances is becoming increasingly popular

PROSPECTS AND OPPORTUNITIES

Weak performance expected over forecast period

Innovation is the key to encouraging demand

KitchenAid cross-category cook processors set to gain in popularity

CATEGORY DATA

Table 118 Sales of Food Preparation Appliances by Category: Volume 2017-2022

Table 119 Sales of Food Preparation Appliances by Category: Value 2017-2022

Table 120 Sales of Food Preparation Appliances by Category: % Volume Growth 2017-2022

Table 121 Sales of Food Preparation Appliances by Category: % Value Growth 2017-2022

Table 122 NBO Company Shares of Food Preparation Appliances: % Volume 2018-2022

Table 123 LBN Brand Shares of Food Preparation Appliances: % Volume 2019-2022

Table 124 Distribution of Food Preparation Appliances by Format: % Volume 2017-2022

Table 125 Forecast Sales of Food Preparation Appliances by Category: Volume 2022-2027

Table 126 Forecast Sales of Food Preparation Appliances by Category: Value 2022-2027

Table 127 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2022-2027

Table 128 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2022-2027

SMALL COOKING APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Marginal drop in 2022, but demand for small cooking appliances remains high

Espresso coffee machines remain popular in 2022

Healthy eating and promotional activity continue to support dynamic demand for light fryers

PROSPECTS AND OPPORTUNITIES

Consumers demand healthy cooking solutions and multifunctionality

Certain small cooking appliances face fiercer competition from multifunctional options

Private label to retain a notable presence

CATEGORY DATA

Table 129 Sales of Small Cooking Appliances by Category: Volume 2017-2022

Table 130 Sales of Small Cooking Appliances by Category: Value 2017-2022

Table 131 Sales of Small Cooking Appliances by Category: % Volume Growth 2017-2022

Table 132 Sales of Small Cooking Appliances by Category: % Value Growth 2017-2022

Table 133 Sales of Freestanding Hobs by Format: % Volume 2017-2022

Table 134 NBO Company Shares of Small Cooking Appliances: % Volume 2018-2022

Table 135 LBN Brand Shares of Small Cooking Appliances: % Volume 2019-2022

Table 136 Distribution of Small Cooking Appliances by Format: % Volume 2017-2022

Table 137 Forecast Sales of Small Cooking Appliances by Category: Volume 2022-2027

Table 138 Forecast Sales of Small Cooking Appliances by Category: Value 2022-2027

Table 139 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2022-2027

Table 140 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2022-2027

VACUUM CLEANERS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for vacuum cleaners continues to expand with innovation driving sales

Dyson retains convincing leadership of standard vacuum cleaners

Robotic vacuum cleaners continues to record dynamic performance, with Ecovacs strengthening its leadership

PROSPECTS AND OPPORTUNITIES

Increasing focus on hygiene to drive further demand for vacuum cleaners

Robotic vacuum cleaners set to further expand

Filtration systems and design are trends to watch

CATEGORY DATA

Table 141 Sales of Vacuum Cleaners by Category: Volume 2017-2022

Table 142 Sales of Vacuum Cleaners by Category: Value 2017-2022

Table 143 Sales of Vacuum Cleaners by Category: % Volume Growth 2017-2022

Table 144 Sales of Vacuum Cleaners by Category: % Value Growth 2017-2022

Table 145 Sales of Robotic Vacuum Cleaners by Connected Appliances: % Volume 2018-2022

Table 146 NBO Company Shares of Vacuum Cleaners: % Volume 2018-2022

Table 147 LBN Brand Shares of Vacuum Cleaners: % Volume 2019-2022

Table 148 Distribution of Vacuum Cleaners by Format: % Volume 2017-2022

Table 149 Forecast Sales of Vacuum Cleaners by Category: Volume 2022-2027

Table 150 Forecast Sales of Vacuum Cleaners by Category: Value 2022-2027

Table 151 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2022-2027

Table 152 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2022-2027

PERSONAL CARE APPLIANCES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Double-digit current value growth but declining demand, driven by hair care appliances

Premiumisation trend helps to boost value sales

Remington retains overall leadership in 2022

PROSPECTS AND OPPORTUNITIES

Premiumisation will continue to drive value growth within hair care appliances

Demand for electric facial cleansers set to further expand

A smarter future for oral care appliances

CATEGORY DATA

Table 153 Sales of Personal Care Appliances by Category: Volume 2017-2022

Table 154 Sales of Personal Care Appliances by Category: Value 2017-2022

Table 155 Sales of Personal Care Appliances by Category: % Volume Growth

2017-2022

Table 156 Sales of Personal Care Appliances by Category: % Value Growth 2017-2022

Table 157 Sales of Body Shavers by Format: % Volume 2017-2022

Table 158 Sales of Hair Care Appliances by Format: % Volume 2017-2022

Table 159 NBO Company Shares of Personal Care Appliances 2018-2022

Table 160 LBN Brand Shares of Personal Care Appliances 2019-2022

Table 161 Distribution of Personal Care Appliances by Format: % Volume 2017-2022

Table 162 Forecast Sales of Personal Care Appliances by Category: Volume
2022-2027

Table 163 Forecast Sales of Personal Care Appliances by Category: Value 2022-2027

Table 164 Forecast Sales of Personal Care Appliances by Category: % Volume Growth
2022-2027

Table 165 Forecast Sales of Personal Care Appliances by Category: % Value Growth
2022-2027

AIR TREATMENT PRODUCTS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slowing demand for cooling due to La Niña, while dehumidifier sales soar

Further dynamic growth for air purifiers, driven by new product development

Increasing penetration of smart home technology

PROSPECTS AND OPPORTUNITIES

Portable air purifiers poised to gain traction

Dyson to continue penetrating category due to leadership of dynamic air purifiers

Air conditioners to include air purification technology, while connectivity will gain further traction

CATEGORY DATA

Table 166 Sales of Air Treatment Products by Category: Volume 2017-2022

Table 167 Sales of Air Treatment Products by Category: Value 2017-2022

Table 168 Sales of Air Treatment Products by Category: % Volume Growth 2017-2022

Table 169 Sales of Air Treatment Products by Category: % Value Growth 2017-2022

Table 170 Sales of Air Conditioners by Connected Appliances: % Volume 2018-2022

Table 171 NBO Company Shares of Air Treatment Products: % Volume 2018-2022

Table 172 LBN Brand Shares of Air Treatment Products: % Volume 2019-2022

Table 173 Distribution of Air Treatment Products by Format: % Volume 2017-2022

Table 174 Forecast Sales of Air Treatment Products by Category: Volume 2022-2027

Table 175 Forecast Sales of Air Treatment Products by Category: Value 2022-2027

Table 176 Forecast Sales of Air Treatment Products by Category: % Volume Growth
2022-2027

Table 177 Forecast Sales of Air Treatment Products by Category: % Value Growth

2022-2027

I would like to order

Product name: Consumer Appliances in Australia

Product link: <https://marketpublishers.com/r/CC2596CD743EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC2596CD743EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970