

Consumer Appliances in Chile

<https://marketpublishers.com/r/C7AF89E9FA2EN.html>

Date: December 2023

Pages: 115

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

ID: C7AF89E9FA2EN

Abstracts

Consumer appliances in Chile is witnessing a normalisation of demand in 2023 following several years of fluctuating growth rates. The first two years of the pandemic resulted in a surge in sales for many categories due to prolonged home seclusion. 2021 was particularly beneficial, due to various government subsidies to support the local economy, encouraging Chileans to invest in various appliances while they had access to greater financial liquidity. However, 2022 saw an easing of pandemic restr...

Euromonitor International's Consumer Appliances in Chile 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 Chile
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

CONSUMER APPLIANCES IN CHILE

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 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 2018-2024

Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 Sales of Small Appliances by Category: Volume 2018-2023

Table 12 Sales of Small Appliances by Category: Value 2018-2023

Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improving sales of refrigeration appliances following 2022's correction

Players push volumes through competitive prices, while some brands follow premiumisation strategies

Chile's REP law has potential to place pressure on manufacturers and increase barrier to entry for new brands

PROSPECTS AND OPPORTUNITIES

Positive outlook as consumers look to make replacement purchases

Price promotions to maintain volume sales heading into the forecast period

Brands likely to expand customised ranges over the forecast period

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 37 Sales of Freezers by Format: % Volume 2018-2023

Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023

Table 42 Sales of Fridges by Volume Capacity: % Volume 2018-2023

Table 43 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 44 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 45 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023

Table 46 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 47 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 48 Production of Refrigeration Appliances: Total Volume 2018-2023

Table 49 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 50 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 51 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tentative return to growth following 2022's drastic declines

Most dynamic performance by automatic washer dryers driven by single-person households

Top-loading format continues to drive sales of automatic washing machines

PROSPECTS AND OPPORTUNITIES

Full recovery in volumes but value growth will be subdued by more affordable brands entering the category

Brand rankings unlikely to change at the top due to consumer trust and loyalty

Smart features likely to be increasingly explored

CATEGORY DATA

Table 53 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 54 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 55 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 57 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 58 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 59 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 61 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 62 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 63 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 64 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 65 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 66 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 67 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for dishwashers, but more dynamic value growth is driven by price increases

Despite low penetration, dishwashers increasingly valued for convenience and water-saving attributes

Three main brands dominate demand for dishwashers

PROSPECTS AND OPPORTUNITIES

Low household penetration offers potential for stronger growth

Chile's REP law has potential to place pressure on manufacturers and increase barrier to entry for new brands

In-store experience to help less established brands and new entrants gain foothold

CATEGORY DATA

Table 69 Sales of Dishwashers by Category: Volume 2018-2023

Table 70 Sales of Dishwashers by Category: Value 2018-2023

Table 71 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 72 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 73 Sales of Dishwashers by Format: % Volume 2018-2023

Table 74 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 75 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 76 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 77 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 78 Production of Dishwashers: Total Volume 2018-2023

Table 79 Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 80 Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 81 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 82 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

LARGE COOKING APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tentative return to growth following 2020's drastic declines

Players attempt to address EPR Law

Cultural change in face of technological advances

PROSPECTS AND OPPORTUNITIES

Growing real estate market to support increasing demand for large cooking appliances

Competitive Chinese brands increasingly favoured but new law might hinder further new entries

B2B sales could hinder stronger retail demand

CATEGORY DATA

Table 83 Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 84 Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 85 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 86 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 87 Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 88 Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 89 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 90 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 91 NBO Company Shares of Built-in Hobs: % Volume 2019-2023

- Table 92 NBO Company Shares of Ovens: % Volume 2019-2023
- Table 93 NBO Company Shares of Cooker Hoods: % Volume 2019-2023
- Table 94 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023
- Table 95 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023
- Table 96 NBO Company Shares of Cookers: % Volume 2019-2023
- Table 97 NBO Company Shares of Range Cookers: % Volume 2019-2023
- Table 98 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023
- Table 99 Production of Large Cooking Appliances: Total Volume 2018-2023
- Table 100 Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028
- Table 101 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028
- Table 102 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028
- Table 103 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flat growth for microwaves due to fairly high penetration of local households

Thomas remains leading brand in consolidated competitive landscape

The search for diversification

PROSPECTS AND OPPORTUNITIES

Microwaves will struggle to achieve stronger growth over the forecast period

Private label to remain acceptable option for price-sensitive Chileans

Omnichannel strategy to push sales likely to remain prevalent

CATEGORY DATA

- Table 104 Sales of Microwaves by Category: Volume 2018-2023
- Table 105 Sales of Microwaves by Category: Value 2018-2023
- Table 106 Sales of Microwaves by Category: % Volume Growth 2018-2023
- Table 107 Sales of Microwaves by Category: % Value Growth 2018-2023
- Table 108 Sales of Microwaves by Smart Appliances: % Volume 2019-2023
- Table 109 NBO Company Shares of Microwaves: % Volume 2019-2023
- Table 110 LBN Brand Shares of Microwaves: % Volume 2020-2023
- Table 111 Distribution of Microwaves by Format: % Volume 2018-2023
- Table 112 Production of Microwaves: Total Volume 2018-2023
- Table 113 Forecast Sales of Microwaves by Category: Volume 2023-2028
- Table 114 Forecast Sales of Microwaves by Category: Value 2023-2028

Table 115 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 116 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid demand for convenient and time-saving food preparation appliances

Dynamic performance by slow juicers driven by health trend

Consumer trust ensures fairly consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Further demand to be driven by real estate market and rise of single-person households

Potential for smart appliances to emerge over the forecast period

Room for private label to grow with basic models of acceptable quality

CATEGORY DATA

Table 117 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 118 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 119 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 121 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 122 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 123 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 124 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 125 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 126 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery for small cooking appliances following 2022's drastic declines

Rise of coffee culture drives up demand for coffee machines in Chile

Deep fat fryers continues to lose ground due to health trends

PROSPECTS AND OPPORTUNITIES

Solid growth predicted for small cooking appliances over the forecast period

Light fryers and breadmakers to continue penetrating local households

Private label offers further potential by attracting price-sensitive consumers

CATEGORY DATA

Table 128 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 129 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 130 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 132 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 133 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 134 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 135 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 136 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 137 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 138 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened focus on hygiene in the home and real estate market are driving demand for vacuum cleaners

Robotic vacuum cleaners returns to dynamic growth

Health and wellness trend drives interest in models with specific features

PROSPECTS AND OPPORTUNITIES

Solid future growth supported by real estate development and hygiene trends

Further growth potential of robotic vacuum cleaners likely to attract new players

Retail e-commerce as a gateway for new entrants

CATEGORY DATA

Table 139 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 140 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 141 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 142 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 143 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 144 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 145 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 146 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 147 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 148 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 149 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 150 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for personal care appliances as consumers remain cautious of spending on non-essential services

Electric facial cleansers continues to record strong growth from a low base, while demand for hair care appliances stabilises

Brand value remains important, as Chileans search for products that inspire quality

PROSPECTS AND OPPORTUNITIES

Stable demand for personal care appliances as Chileans focus on appearance and wellbeing

Despite dominance of leading brands, category is likely to attract new entries

Leading retailers are key to accessing wider consumer base

CATEGORY DATA

Table 151 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 152 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 153 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 154 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 155 Sales of Body Shavers by Format: % Volume 2018-2023

Table 156 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 157 NBO Company Shares of Personal Care Appliances 2019-2023

Table 158 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 159 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 160 Forecast Sales of Personal Care Appliances by Category: Volume

2023-2028

Table 161 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 162 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 163 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

AIR TREATMENT PRODUCTS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite declines for the dominant cooling fans, overall demand remains high, driven by high temperatures and new brands with competitive prices

Chileans increasingly turn to energy-efficient models of air conditioners

Smart options emerging to attract early adopters of innovation

PROSPECTS AND OPPORTUNITIES

Cooling fans will continue to drive demand but falling prices of air conditioners will increase household penetration

Air purifiers set to gain further momentum in polluted environments

The increasing search for multifunctional air treatment products

CATEGORY DATA

Table 164 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 165 Sales of Air Treatment Products by Category: Value 2018-2023

Table 166 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 167 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 168 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 169 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 170 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 171 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 172 Production of Air Conditioners: Total Volume 2018-2023

Table 173 Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 174 Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 175 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 176 Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Appliances in Chile

Product link: <https://marketpublishers.com/r/C7AF89E9FA2EN.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/C7AF89E9FA2EN.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