

Consumer Appliances in the US

<https://marketpublishers.com/r/CD5FD1E7DA2EN.html>

Date: November 2023

Pages: 127

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

ID: CD5FD1E7DA2EN

Abstracts

Several noteworthy developments have come into focus in consumer appliances in 2023. One significant trend is the expectation of declining retail volume sales across various consumer appliances categories. This follows a period of robust growth, and can largely be attributed to a corrective phase, while some consumers are also choosing to delay their purchases until products reach the end of their replacement cycle. This cautious approach aligns with the prevalent economic uncertainty, leading t...

Euromonitor International's Consumer Appliances in USA 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 the US
Euromonitor International
November 2023
List Of Contents And Tables
CONSUMER APPLIANCES IN THE US
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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand normalises following strong growth during the pandemic

Supply chain normalisation yields a favourable outcome for Whirlpool

Mid-tier brands expand design options, such as Best Buy's Insignia line

PROSPECTS AND OPPORTUNITIES

Smart home features turn refrigeration appliances into a home hub

Evolving consumer lifestyles to offer growth potential for refrigeration appliances

Speciality alcoholic drinks trend set to carry over into refrigeration appliances

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 Built-in Fridge Freezers: % Volume 2019-2023

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

Table 47 NBO Company Shares of Built-in Fridges: % Volume 2019-2023

Table 48 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 49 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 50 Production of Refrigeration Appliances: Total Volume 2018-2023

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

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

Table 53 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 54 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home laundry appliances continues to suffer as economic uncertainty sets in
Weak housing market and decline in home renovation have a negative impact
Despite lower volume sales, e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

Consumer education around smart features will define the future of smart laundry appliances
Sustainability and new energy efficiency standards likely to affect both manufacturers and consumers
Laundry cycles customised to consumers' needs, and premium products set to drive growth

CATEGORY DATA

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

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

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

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

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

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Quiet, and efficient performance remain key features in dishwashers

Limited volume growth, following a surge during the pandemic

Prices elevated but normalising

PROSPECTS AND OPPORTUNITIES

Continued growth over the early forecast period

Smart feature adoption will creep up with appliance upgrades

Manufacturing investments protect from future potential disruptions

CATEGORY DATA

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

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

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

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023
Table 75 Sales of Dishwashers by Format: % Volume 2018-2023
Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023
Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023
Table 80 Production of Dishwashers: Total Volume 2018-2023
Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028
Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028
LARGE COOKING APPLIANCES IN THE US
KEY DATA FINDINGS

2023 DEVELOPMENTS

Air quality concerns drive growth for electric large cooking appliances
High-end designs and functions of range cookers increase popularity in the premium space
Housing market slowdown dampens growth in large cooking appliances

PROSPECTS AND OPPORTUNITIES

With the kitchen the centre of the home, large cooking appliances set to see steady growth over the forecast period
Consumer interest in electric to increase, with health/environmental concerns around gas appliances
More limited usage may be seen as consumers turn to delivery and eating out

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023
Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023
Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023
Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023
Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023
Table 90 Sales of Ovens by Smart Appliances: % Volume 2019-2023
Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023
Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023
Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023
Table 94 NBO Company Shares of Ovens: % Volume 2019-2023
Table 95 NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 98 NBO Company Shares of Cookers: % Volume 2019-2023

Table 99 NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 101 Production of Large Cooking Appliances: Total Volume 2018-2023

Table 102 Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 103 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 105 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued decline after pandemic high

Smart features see passive consumer adoption

Streamlined built-in designs remain popular

PROSPECTS AND OPPORTUNITIES

Microwaves is a staple appliances category, projected to experience stable growth

Air quality concerns to drive demand for microwaves with ventilation

Improvements in the housing market may drive growth

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2018-2023

Table 107 Sales of Microwaves by Category: Value 2018-2023

Table 108 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 109 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 111 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 112 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 113 Distribution of Microwaves by Format: % Volume 2018-2023

Table 114 Production of Microwaves: Total Volume 2018-2023

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

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

Table 117 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 118 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN THE US KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for food preparation appliances continues to decline in 2023

Juice extractors sees only low growth in 2023

Thermomix continues to disrupt the competitive landscape

PROSPECTS AND OPPORTUNITIES

Innovations in virtual retail

Growing market for pre-prepared meals will affect demand for food preparation appliances

Adjacent expansion presents opportunities for growth

CATEGORY DATA

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

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

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

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

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

Table 128 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 129 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN THE US KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium products contribute to volume growth for small cooking appliances

Additional usage occasions drive growth for air fryers and rice cookers

“Mini” can be a branding strategy

PROSPECTS AND OPPORTUNITIES

Adjacent expansion offers growth opportunities

Making small cooking appliances smarter

Sustainability and healthy eating trends likely to impact certain categories

CATEGORY DATA

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

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

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 134 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 139 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 140 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 141 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

After significant pandemic-driven growth, a return to normality

Expansion of wet-dry options to provide time and space efficiency

Manufacturers continue to cater to pet owners

PROSPECTS AND OPPORTUNITIES

Robotic vacuum cleaners projected to see strong growth thanks to lower prices

Highly competitive space, with room for innovation and new entrants

Less time at home a potential driver for multifunctional and robotic vacuum cleaners

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 151 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 152 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 153 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Maturity for electric facial cleansers

Multifunctionality in personal care appliances

Oral care ecosystems continue to see growth

PROSPECTS AND OPPORTUNITIES

Dyson's Airwrap as a disruptor

E-commerce facilitates differentiation and consumer education

Opportunity for pro-ageing devices

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 155 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 158 Sales of Body Shavers by Format: % Volume 2018-2023

Table 159 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 160 NBO Company Shares of Personal Care Appliances 2019-2023

Table 161 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 163 Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 164 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 165 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 166 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

AIR TREATMENT PRODUCTS IN THE US
KEY DATA FINDINGS

2023 DEVELOPMENTS

Cooling products grow as record-breaking temperatures force consumers to invest
Midea's U-shaped window air conditioner continues to be the hottest new product
Air purifiers sees significant growth due to higher awareness of the importance of air quality, and wildfires

PROSPECTS AND OPPORTUNITIES

Climate change and environmental concerns to propel growth in the forecast period
Smart products to continue to gain strength in air treatment products
Multipurpose air treatment products to continue to disrupt the category over the forecast period

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2018-2023
Table 168 Sales of Air Treatment Products by Category: Value 2018-2023
Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
Table 170 Sales of Air Treatment Products by Category: % Value Growth 2018-2023
Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023
Table 172 NBO Company Shares of Air Treatment Products: % Volume 2019-2023
Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
Table 174 Distribution of Air Treatment Products by Format: % Volume 2018-2023
Table 175 Production of Air Conditioners: Total Volume 2018-2023
Table 176 Forecast Sales of Air Treatment Products by Category: Volume 2023-2028
Table 177 Forecast Sales of Air Treatment Products by Category: Value 2023-2028
Table 178 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
Table 179 Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Appliances in the US

Product link: <https://marketpublishers.com/r/CD5FD1E7DA2EN.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/CD5FD1E7DA2EN.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