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Irons in Australia

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Abstracts

Irons remained on a downward trajectory in 2016 as most purchases were simply replacements of existing products. Despite being a fairly indispensable home appliance, the category tends to be divided between budget products which compete mostly on price and more premium offerings with a variety of features and design points such as variable steam pressure, automatic temperature technology and a high-quality soleplate.

Euromonitor International's Irons 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 2012-2016, 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 2021 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Irons 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.

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Contents

Headlines
Trends
Category Data
Table 1 Sales of Irons: Volume 2011-2016
Table 2 Sales of Irons: Value 2011-2016
Table 3 Sales of Irons: % Volume Growth 2011-2016
Table 4 Sales of Irons: % Value Growth 2011-2016
Table 5 Sales of Irons by Format: % Volume 2011-2016
Table 6 NBO Company Shares of Irons: % Volume 2012-2016
Table 7 LBN Brand Shares of Irons: % Volume 2013-2016
Table 8 Distribution of Irons by Format: % Volume 2011-2016
Table 9 Forecast Sales of Irons: Volume 2016-2021
Table 10 Forecast Sales of Irons: Value 2016-2021
Table 11 Forecast Sales of Irons: % Volume Growth 2016-2021
Table 12 Forecast Sales of Irons: % Value Growth 2016-2021
Breville Group Ltd in Consumer Appliances (australia)
Strategic Direction
Key Facts
Summary 1 Breville Group Ltd: Key Facts
Summary 2 Breville Group Ltd: Operational Indicators
Production
Competitive Positioning
Summary 3 Breville Group Ltd: Competitive Position 2016
Executive Summary
Consumer Appliance Volume Sales Grow at A Moderate Pace
Shift Towards Apartment Living Changes Consumers' Purchasing Behaviour
International Players Dominate the Australian Market
Growing Popularity of Internet Retailing
Consumer Appliances Set To Record Moderate Growth Over Forecast Period
Key Trends and Developments
Online Marketing Helps To Drive Internet Sales
Jb Hi-fi Acquires A Major Consumer Appliance Retailer
Is Home Automation Driving the Consumer Appliances Market?
Market Indicators
Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2011-2016
Table 14 Replacement Cycles of Consumer Appliances by Category 2011-2016

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Table 15 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2016-2021
Table 16 Forecast Replacement Cycles of Consumer Appliances by Category 2016-2021
Market Data
Table 17 Sales of Consumer Appliances by Category: Volume 2011-2016
Table 18 Sales of Consumer Appliances by Category: Value 2011-2016
Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2011-2016
Table 20 Sales of Consumer Appliances by Category: % Value Growth 2011-2016
Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2011-2016
Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2011-2016
Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2011-2016
Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2011-2016
Table 25 Sales of Small Appliances by Category: Volume 2011-2016
Table 26 Sales of Small Appliances by Category: Value 2011-2016
Table 27 Sales of Small Appliances by Category: % Volume Growth 2011-2016
Table 28 Sales of Small Appliances by Category: % Value Growth 2011-2016
Table 29 NBO Company Shares of Major Appliances: % Volume 2012-2016
Table 30 LBN Brand Shares of Major Appliances: % Volume 2013-2016
Table 31 NBO Company Shares of Small Appliances: % Volume 2012-2016
Table 32 LBN Brand Shares of Small Appliances: % Volume 2013-2016
Table 33 Distribution of Major Appliances by Format: % Volume 2011-2016
Table 34 Distribution of Small Appliances by Format: % Volume 2011-2016
Table 35 Forecast Sales of Consumer Appliances by Category: Volume 2016-2021
Table 36 Forecast Sales of Consumer Appliances by Category: Value 2016-2021
Table 37 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2016-2021
Table 38 Forecast Sales of Consumer Appliances by Category: % Value Growth 2016-2021
Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2016-2021
Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2016-2021
Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2016-2021

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Table 42 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2016-2021
Table 43 Forecast Sales of Small Appliances by Category: Volume 2016-2021
Table 44 Forecast Sales of Small Appliances by Category: Value 2016-2021
Table 45 Forecast Sales of Small Appliances by Category: % Volume Growth 2016-2021
Table 46 Forecast Sales of Small Appliances by Category: % Value Growth 2016-2021
Sources
Summary 4 Research Sources

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