

# World Market for Major Appliances

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## Abstracts

The major appliances market saw a challenging 2023 in volume terms as consumers continued to scale back. However, industry innovations kept many interested, keeping healthy value sales. Innovations in AI, advances in interoperability between appliances and energy efficiency are set to positively impact the major appliances market. Premiumisation prospects are also coming from wider personalisation, claiming on durable and repairable appliances, and expanding on services rather than focusing on a...

Euromonitor International's World Market for Major Appliances global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts 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.

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## Contents

Introduction  
State of the Industry  
Leading companies and brands  
Top five trends shaping the industry  
Market snapshots

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