

Home Appliances Market Size, Share & Trends Analysis Report By Product (Major Appliances, Small Appliances), By Distribution Channel (Hypermarkets & Supermarkets, Electronic Stores, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Home Appliances Market Growth & Trends

The global home appliances market size is estimated to reach USD 675.73 billion in 2030 and is anticipated to grow at a CAGR of 5.2% from 2025 to 2030, according to a new report by Grand View Research, Inc. Technological advancements have led to the development of smart appliances and are expected to drive market growth over the forecast period. Smart appliances offer advanced features and are more energy-efficient. The rise in consumer disposable income, high living standards, and the need for comfort instigates consumers to upgrade their existing appliances to smarter versions, which is further expected to propel the market demand. Consumers widely purchase home appliances as they provide convenience, reduce manual efforts, and save time. Product innovation, new product development, product differentiation, and integration of numerous value-added features is further expected to catapult the market demand over the next few years.

Home appliances perform several chores ranging from meal preparation to personal care. The market is considerably driven by trends such as effectiveness, diversity, sustainability, and elegant design and smart functionality of home appliances. Home appliance markets offer significant market growth opportunities as they are easy to use, and help improve quality of life. In addition, the market is witnessing new trends in terms

of sustainability and energy efficiency, thereby simplifying several household chores while promoting well-being. High-quality materials and aesthetically pleasing designs combined with innovative and diverse functionalities offer avenues for market growth. Design is an important aspect of these white goods. For example, home appliances are now available in a wide choice of colors.

Low cost associated with the ownership of white goods, particularly in developing economies also provides opportunities for market growth. Furthermore, a rise in replacement sales in developed regions is also expected to drive the market demand. This may be attributed to a rise in per capita income coupled with rapid urbanization. Home appliances encompass cooking, home comfort, refrigeration, and laundry appliances. The home comfort segment is expected to witness high growth over the next few years owing to rising customers' preference for comfort and minimum manual efforts. Economic development in countries such as China and India is anticipated to boost the market demand. Growing population, rapid infrastructure development, and strong economic development are also expected to favorably impact market growth over the forecast period. Industry participants emphasize product development, innovation, and new product introduction to sustain competition.

Home appliances mainly include air conditioners, coffee machines, refrigerators and freezers, heaters, recording devices, televisions, and washing machines/ dryers. Key market players focus on mergers and acquisitions in order to expand their global footprint. The home appliances market players include Philips, Haier, Blendtec, Braun Company, Hamilton Beach Brands, BPL Group, Krups, Meyer Corporation, Kitchen Aid, Proctor Silex, Zojirushi Corporation, Russell Hobbs Inc., Brother Industries, and Tiger Corporation.

Home Appliances Market Report Highlights

Based on region, Europe is expected to grow at a CAGR of 4.0% from 2025 to 2030. Technological advancements are significantly shaping the major appliances market in the European region. The rise of smart appliances, equipped with Internet of Things (IoT) capabilities, artificial intelligence, and connectivity features, is transforming how consumers interact with their home devices. Smart refrigerators, washing machines, and air conditioners that can be controlled and monitored remotely via smartphones are gaining traction among tech-savvy consumers in the region.

Based on product, small appliances are expected to grow at a CAGR of 6.4% from 2025 to 2030. The integration of smart technologies in small appliances is reshaping the market. Devices that can connect to Wi-Fi, be controlled through mobile apps, or work with voice assistants like Alexa and Google Assistant are increasingly popular. For instance, smart coffee makers can be programmed to brew coffee at specific times. These innovations align with the broader trend of smart home ecosystems, where consumers are adopting appliances that provide enhanced functionality, efficiency, and convenience.

Based on distribution channel, sales through online channels are expected to grow at a CAGR of 6.1% from 2025 to 2030 due to convenience, competitive pricing, and the shift in consumer shopping behaviors toward digital platforms. Online shopping offers consumers the ability to compare a wide range of appliances, read reviews, and make well-informed decisions from the comfort of their homes. This convenience is especially appealing for large home appliances, as consumers often invest considerable time in researching features, specifications, and energy efficiency ratings.

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