

Major Appliances Market Size, Share & Trends Analysis Report By Product (Washing Machines, Cooktops), By Type (Conventional Appliances, Smart Appliances), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Major Appliances Market Growth & Trends

The global major appliances market size is anticipated to reach USD 510.18 billion in 2030 and is projected to expand at a CAGR of 4.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The global major appliances market is projected to witness remarkable growth, driven by rising urbanization, technological advancements, energy efficiency demands, increased disposable income, and evolving consumer preferences toward smart and connected appliances.

Urbanization continues to rise globally, particularly in emerging economies where rural-to-urban migration is fueling demand for modern household appliances. Urban households typically have smaller, more efficient kitchens, and urban consumers are increasingly willing to invest in appliances that save space, time, and energy. Furthermore, with busier lifestyles, consumers increasingly seek appliances that simplify daily chores and save time. Multi-functional and automated appliances are gaining traction as they offer convenience and ease of use. For instance, dishwashers with auto-clean functions, refrigerators with water dispensers and icemakers, and washing machines with quick wash cycles are particularly popular among time-pressed consumers. There is also a growing demand for aesthetically pleasing appliances that complement modern interior designs, leading manufacturers to offer products in a range of colors, finishes, and designs that blend seamlessly with home decor.

In addition, recognizing the growing importance of online sales, many manufacturers are increasing their focus on DTC channels and partnering with major e-commerce platforms like Amazon. This strategy allows them to reach a broader audience and gather valuable data on consumer preferences and buying habits. This shift has also enabled manufacturers to offer a wider range of products directly to consumers and allows them to leverage data from online platforms to understand consumer preferences, customize offerings, and develop targeted marketing campaigns.

The Asia Pacific major appliances market held a 44.6% share of the global revenue in 2024. This is due to its large and growing population, particularly in countries like China and India, which drive high demand. Rapid urbanization and rising disposable incomes have fueled an increase in household appliance purchases across the region. The expanding middle class embracing modern lifestyles is also leading to a greater adoption of appliances. Local manufacturers also play a significant role, producing affordable appliances that cater to price-sensitive consumers.

The major appliances market is characterized by intense competition, with both established brands and emerging players vying for market share. Leading companies in the market include Whirlpool Corporation; Samsung Electronics Co. Ltd.; Robert Bosch GmbH; LG Electronics Inc.; Electrolux AB; Haier Smart Home Co., Ltd.; Panasonic Corporation; Sharp Corporation; Miele & Cie. KG; Midea Group; Daikin Industries Ltd.; iRobot Corporation; and Gree Electric Appliances Inc., among others, all of which offer a wide range of major appliances. These companies are focusing on smart and connected technology integration, prioritizing sustainability and energy efficiency, and expanding e-commerce and direct-to-consumer (D2C) channels to meet the evolving needs of consumers.

Major Appliances Market Report Highlights

Based on product, refrigerators accounted for a market share of 25.01% in 2024. Trends in the major appliances market highlight a strong focus on energy efficiency and advanced technology, making refrigerators a key segment. Factors driving their prominence include rising consumer demand for smart features, enhanced food preservation capabilities, and space-saving designs. In addition, innovations such as better cooling technologies and integration with home automation systems boost their market presence.

Based on type, conventional major appliances constituted a market share of about 93.38% in 2024. This is due to their affordability,

simplicity, and reliability. Unlike smart appliances, they require no internet connectivity, making them easier to use for a broad range of consumers, especially in regions with limited access to technology. Their lower price points appeal to budget-conscious buyers, while their straightforward functionality and proven durability continue to attract those seeking dependable, hassle-free solutions.

Based on distribution channel, sale of major appliances through electronic stores accounted for a share of about 44.3% in 2024. These stores offer a wide range of products, in-store displays, and knowledgeable staff to help customers make informed choices. In-store displays let shoppers see and interact with appliances, helping them make better-informed decisions. A knowledgeable staff is available to guide customers, answering questions about features, pricing, and warranties. These stores often offer competitive pricing and financing options, making appliances more affordable for a range of budgets.

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