

# **U.S. Household Appliances Market Size, Share & Trends Analysis Report By Product (Water Heater, Dishwasher, Refrigerator, Washing Machine, Air Conditioner), By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030**

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## **Abstracts**

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### **U.S. Household Appliances Market Growth & Trends**

The U.S. household appliances market size is expected to reach USD 93.04 billion by 2030, growing at a CAGR of 6.7% during the forecast period, according to a new report by Grand View Research, Inc. Rising fuel prices and the increasing number of nuclear families along with growth in induction cooking technology have increased the dependence of users on household appliances and hence is expected to have a significant impact on the market's growth.

Other factors contributing to the growth in the U.S. household appliances industry include the popularity of multi-functional and advanced products, which are capable of addressing more than one household application, thus giving good value for money. Vendors continually innovate to stay competitive, enhance customer satisfaction, expand customer base, and generate demand for multi-functional household appliances to respond to the growing demand.

The rising standard of living in the U.S. is predicted to fuel the demand for cooktops in the market. The increasing number of residential and non-residential construction projects is expected to increase the demand for cooktops in the U.S. According to the United States Department of Agriculture, a total of 1,495,000 construction permits were

issued in July 2020 at SAAR (seasonally adjusted annual rate), this rate is 9.4% higher than July 2019 and 18.8% higher than June 2020.

Technological advancements play a pivotal role in propelling the growth of the market for vacuum cleaners in the U.S. Over the years, significant strides have been made in vacuum cleaner technology, revolutionizing the way people clean their homes. One of the key innovations driving market growth is the emergence of robotic vacuum cleaners. These autonomous devices are equipped with sensors, artificial intelligence algorithms, and mapping capabilities that enable them to navigate and clean floors independently. The convenience and time-saving nature of robotic vacuums have captured the interest of consumers, driving their popularity.

The e-commerce segment is expected to register the fastest CAGR over the forecast period. E-commerce penetration is significant in the United States, resulting in large sales volume. The majority of sales in the home appliance sector are driven by major online platforms like Amazon. Despite the fact that other region manufacturers have found it difficult to get into the market, numerous worldwide manufacturers have attempted to do so. In most regions, customers are willing to try new things. Benefits such as quick returns, online retailer post-sale help, and free and one-day delivery features, on the other hand, are attracting a significant number of customers.

## U.S. Household Appliances Market Report Highlights

The refrigerator segment held the largest revenue share in 2022. The market value for smart refrigerators is increasing due to expanding consumer desires for linked home appliances with enhanced features and capabilities. The adoption of smart refrigerators in the home will be aided by rising internet and smartphone penetration

The air conditioner segment is projected to register the fastest CAGR during the forecast period. Public awareness of energy-efficient models is projected to have a positive impact on demand in the U.S. Throughout the forecast period, the introduction of technologically sophisticated air conditioners, such as air conditioners with inverter and air purification technologies, is expected to fuel the market growth

The Southeast segment accounted for the largest market share in 2022. The growth of the housing sector across the Southeast U.S. region is expected to drive the demand for various household appliances, which will drive the

market's growth. For instance, according to Florida Realtors' Chief Economist Dr. Brad O'Connor, 528,000 homes in Florida were sold in 2021, registering a 19% increase as compared to sales in 2020

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