



**Euromonitor
International**

Consumer Appliances in the US

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Bosch remains the leading brand thanks to constant new product development
Retail e-commerce maintains its rising trend, although many still prefer offline purchases

PROSPECTS AND OPPORTUNITIES

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E-commerce continues to grow at the expense of non-grocery retailers

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PROSPECTS AND OPPORTUNITIES

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- Fridge-freezers continues to dominate, due to cost-effectiveness, convenience, and new features
- Inflation impacts the competitive landscape and distribution

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Small Cooking Appliances in the US

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