



Where Consumers Shop for Consumer Appliances

September 2024

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Scope

Key findings

INDUSTRY SNAPSHOT

The appliances market continued to be challenging in 2023

Major appliances struggling in 2023 but starting an upwards trend

Economic uncertainties slowed down growth, but most regions are on the road to recovery

CHANNEL SHIFTS

E-commerce continues to take portion of the dominant retail offline channels

E-commerce continues its growth across categories and regions

Stabilisation of growth in e-commerce with the notable exception of Asia Pacific

STORE-BASED CHANNELS

Expert advice and guidance offered by specialist retailers still valued by consumers

Store-based channels show resilience despite the rise of e-commerce

Squeezed by retail e-commerce, specialists try to match e-commerce and delivery services

Leading specialists show ability to transform into omnichannel

S low recovery for home products specialists after the pandemic

Home products specialists remain relevant especially in Western Europe and North America

P rivate label is more popular in small appliances, but e-commerce contributes to its decline

Private label is negligible in many regions including Asia Pacific and Eastern Europe

NON-STORE CHANNELS

E-commerce growth is flat after the pandemic uptake but unlikely to decrease

Stabilisation post-pandemic in most regions, with the exception of Asia Pacific

Top three leading companies' rankings remain unchanged as they enjoy consumers' trust

NON-RETAIL CHANNELS

Challenging period for builder merchants and construction channel but growth is expected

FUTURE DEVELOPMENTS

Slow start for consumer appliances, likely to improve over the forecast period

Growing market for refurbished appliances is likely to impact how consumers shop

Key takeaways

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