

# **Competitor Strategies in Consumer Appliances**

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# INTRODUCTION

Scope

### COMPETITIVE ENVIRONMENT OVERVIEW

Companies at a glance Market fragmentation Reliance on fewer strong brands is especially pronounced in major appliances Prospects

# CONSOLIDATION IN MAJOR APPLIANCES IN EMEA

The major appliances market is very consolidated especially in mature markets Whirlpool's struggles in EMEA lead to the divestment of its operations to Ar ç elik... ...leading to the creation of Beko Europe BV Impact on market share for major appliances in Europe

#### EXPANDING OFFER IN SMART HOME AUTOMATION

New technology enthusiasts are willing to invest despite economic uncertainty Home energy management systems as an opportunity for smart home adoption LG's Smart Cottage as a showcase of energy management capabilities What product categories are appliance manufacturers tapping into or likely to?

#### AFFORDABLE LUXURIES IN CONSUMER APPLIANCES

Even during economic downturn, consumers consider affordable luxuries Categories that are poised to benefit from the willingness to spend on at-home luxuries Coffee indulgence continues to bring innovation to the sector Feature-rich robotic vacuum cleaners are driving unit price growth in the category

#### KEY STRATEGIC TAKEAWAYS

Key takeaways

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