

Competitor Strategies in Consumer Appliances

August 2024

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-consumerappliances/report.