



# The World Market for Major Appliances

February 2025

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Our expert's view of Major Appliances in 2024

Major Appliances snapshot

Key findings

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Top five trends uncovered

AI adoption will be essential for value-driven sustainable innovation

Drivers of consumer markets and impact on Major Appliances

Adjacent industries and how they impact Major Appliances

## STATE OF THE INDUSTRY

Market growth is back and expected to continue over the forecast period

Developed markets dominate, with Turkey's inflation-driven surge in purchases

Asia leads in volume, while emerging markets drive growth

Freestanding and laundry growth driven by APAC, premiumisation push from built-in

Enhancing appliance insights with replacement cycles data from consumer surveys

## COMPANIES AND PRODUCTS

Beko Corp is now the number two major appliance company

Voltas benefits from India's appliance market growth

Inflation drives market consolidation benefitting the top 5 companies

## CHANNELS

Shift to e-commerce as traditional channels lose ground

## FUTURE OUTLOOK

Diverse growth in major appliances driven by income rise and shifting lifestyles

Emerging markets lead global appliance growth, with China and India at the forefront

Emerging markets drive volume, while premiumisation fuels value growth

Growth opportunities in the appliances market: Freestanding and built-in trends

Asia Pacific leads, India offers growth potential

## CONCLUSION

SWOT analysis: AI appliances drive growth, while challenges remain

Opportunities for growth

Our expert's view of Major Appliances to 2029

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