



Passport

Large Cooking Appliances in the US

Euromonitor International

December 2021

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Some content and data have been
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2021 key trends	11
Competitive landscape	12
Retailing developments	12
What next for consumer appliances?	13
MARKET INDICATORS	13
Table 22 Household Penetration of Selected Total Stock Consumer Appliances by Category 2016-2021	13
Table 23 Replacement Cycles of Consumer Appliances by Category 2016- 2021	14
Table 24 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2021-2026	14
Table 25 Forecast Replacement Cycles of Consumer Appliances by Category 2021-2026	15
MARKET DATA	16
Table 26 Sales of Consumer Appliances by Category: Volume 2016-2021	16
Table 27 Sales of Consumer Appliances by Category: Value 2016-2021	16
Table 28 Sales of Consumer Appliances by Category: % Volume Growth 2016- 2021	16
Table 29 Sales of Consumer Appliances by Category: % Value Growth 2016- 2021	17
Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2016-2021	17
Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2016-2021	18
Table 32 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2016-2021	19
Table 33 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2016-2021	20
Table 34 Sales of Small Appliances by Category: Volume 2016-2021	21
Table 35 Sales of Small Appliances by Category: Value 2016-2021	22
Table 36 Sales of Small Appliances by Category: % Volume Growth 2016-2021	22
Table 37 Sales of Small Appliances by Category: % Value Growth 2016-2021	22
Table 38 NBO Company Shares of Major Appliances: % Volume 2017-2021	23
Table 39 LBN Brand Shares of Major Appliances: % Volume 2018-2021	23
Table 40 NBO Company Shares of Small Appliances: % Volume 2017-2021	24
Table 41 LBN Brand Shares of Small Appliances: % Volume 2018-2021	25
Table 42 Distribution of Major Appliances by Format: % Volume 2016-2021	26
Table 43 Distribution of Small Appliances by Format: % Volume 2016-2021	27
Table 44 Forecast Sales of Consumer Appliances by Category: Volume 2021- 2026	28
Table 45 Forecast Sales of Consumer Appliances by Category: Value 2021- 2026	28
Table 46 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2021-2026	28
Table 47 Forecast Sales of Consumer Appliances by Category: % Value Growth 2021-2026	28
Table 48 Forecast Sales of Major Appliances by Category and Built- in/Freestanding Split: Volume 2021-2026	29
Table 49 Forecast Sales of Major Appliances by Category and Built- in/Freestanding Split: Value 2021-2026	30

Table 50	Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2021-2026.....	31
Table 51	Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2021-2026.....	32
Table 52	Forecast Sales of Small Appliances by Category: Volume 2021-2026.....	33
Table 53	Forecast Sales of Small Appliances by Category: Value 2021-2026	34
Table 54	Forecast Sales of Small Appliances by Category: % Volume Growth 2021-2026	34
Table 55	Forecast Sales of Small Appliances by Category: % Value Growth 2021-2026	34
DISCLAIMER		35
SOURCES.....		35
Summary 1	Research Sources.....	35

LARGE COOKING APPLIANCES IN THE US - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

Table 1 Sales of Large Cooking Appliances by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
- Freestanding Large Cooking Appliances	Data removed from sample					
- Built-in Hobs						
- Built-in Large Cooking Appliances						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						

- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Large Cooking Appliances by Category: Value 2016-2021

USD million

2016 2017 2018 2019 2020 2021

- Freestanding Large Cooking Appliances
- Built-in Hobs
- Built-in Large Cooking Appliances
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Large Cooking Appliances by Category: % Volume Growth 2016-2021

% volume growth

2020/21 2016-21 CAGR 2016/21 Total

- Freestanding Large Cooking Appliances
- Built-in Hobs
- Built-in Large Cooking Appliances
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Large Cooking Appliances by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

- Freestanding Large Cooking Appliances
- Built-in Hobs
- Built-in Large Cooking Appliances

Data removed from sample

- Ovens
 - Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
 - Cookers
 - Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Built-in Hobs by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Gas	Data removed from sample					
Induction						
Mixed						
Standard Electric						
Vitroc ceramic						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Ovens by Connected Appliances: % Volume 2017-2021

% retail volume	2017	2018	2019	2020	2021
Connected	Data removed from sample				
Non-Connected					
Total					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 NBO Company Shares of Large Cooking Appliances: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Others
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 LBN Brand Shares of Large Cooking Appliances: % Volume 2018-2021

% retail volume Brand (GBO)	Company (NBO)	2018	2019	2020	2021
--------------------------------	---------------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 NBO Company Shares of Built-in Hobs: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Ovens: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Cooker Hoods: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 NBO Company Shares of Built-in Cooker Hoods: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2017-2021

% retail volume					
Company	2017	2018	2019	2020	2021

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 NBO Company Shares of Cookers: % Volume 2017-2021

% retail volume					
Company	2017	2018	2019	2020	2021

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 NBO Company Shares of Range Cookers: % Volume 2017-2021

% retail volume					
Company	2017	2018	2019	2020	2021

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Distribution of Large Cooking Appliances by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
- Non-Grocery Specialists						
-- Electronics and Appliance Specialist Retailers						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Drugstores/parapharmacies						
--- Vitamins and Dietary Supplements Specialist Retailers						
-- Home and Garden Specialist Retailers						
-- Other Non-Grocery Specialists						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
Non-retail channels						
- Builders Merchants						
- Construction						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 17 Production of Large Cooking Appliances: Total Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
Large Cooking Appliances – Production	Data removed from sample					
Source:	Euromonitor International from trade sources/national statistics					
Note:	'-' indicates data not available					

Table 18 Forecast Sales of Large Cooking Appliances by Category: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
- Freestanding Large Cooking Appliances - Built-in Hobs - Built-in Large Cooking Appliances - Ovens - Cooker Hoods -- Built-in Cooker Hoods -- Freestanding Cooker Hoods - Cookers - Range Cookers Large Cooking Appliances	<div>Data removed from sample</div>					
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources						

Table 19 Forecast Sales of Large Cooking Appliances by Category: Value 2021-2026

USD million	2021	2022	2023	2024	2025	2026
- Freestanding Large Cooking Appliances - Built-in Hobs - Built-in Large Cooking Appliances - Ovens - Cooker Hoods -- Built-in Cooker Hoods -- Freestanding Cooker Hoods - Cookers - Range Cookers Large Cooking Appliances	Data removed from sample					
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources						

Table 20 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
-----------------	---------	--------------	---------------

- Freestanding Large Cooking Appliances
 - Built-in Hobs
 - Built-in Large Cooking Appliances
 - Ovens
 - Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
 - Cookers
 - Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Freestanding Large Cooking Appliances
 - Built-in Hobs
 - Built-in Large Cooking Appliances
 - Ovens
 - Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
 - Cookers
 - Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

CONSUMER APPLIANCES IN THE US - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Consumer appliances in 2021: The big picture

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2021 key trends

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Competitive landscape

Content removed from sample

Retailing developments

Content removed from sample

What next for consumer appliances?

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MARKET INDICATORS

Table 22 Household Penetration of Selected Total Stock Consumer Appliances by Category 2016-2021

% households	2016	2017	2018	2019	2020	2021
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Semi-Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						
Split Air Conditioners						
Window Air Conditioners						
Cooling Fans						
Food Preparation Appliances						
Heating Appliances						
Irons						
Body Shavers						
Hair Care Appliances						
Oral Care Appliances						

Coffee Machines
 Freestanding Hobs
 Cylinder Vacuum Cleaners
 Handheld Vacuum Cleaners
 Stick Vacuum Cleaners
 Upright Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 23 Replacement Cycles of Consumer Appliances by Category 2016-2021

Replacement cycles - years	2016	2017	2018	2019	2020	2021
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						
Split Air Conditioners						
Window Air Conditioners						
Cooling Fans						
Food Preparation Appliances						
Heating Appliances						
Irons						
Body Shavers						
Hair Care Appliances						
Oral Care Appliances						
Coffee Machines						
Freestanding Hobs						
Cylinder Vacuum Cleaners						
Handheld Vacuum Cleaners						
Stick Vacuum Cleaners						
Upright Vacuum Cleaners						

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 24 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2021-2026

% households	2021	2022	2023	2024	2025	2026
Dishwashers	Data removed from sample					
Automatic Dryers						

Automatic Washer Dryers
Automatic Washing
Machines
Semi-Automatic Washing
Machines
Built-in Hobs
Ovens
Cooker Hoods
Cookers
Range Cookers
Microwaves
Electric Wine Coolers/
Chillers
Freezers
Fridge Freezers
Fridges
Portable Room Air
Conditioners
Split Air Conditioners
Window Air Conditioners
Cooling Fans
Food Preparation
Appliances
Heating Appliances
Irons
Body Shavers
Hair Care Appliances
Oral Care Appliances
Coffee Machines
Freestanding Hobs
Cylinder Vacuum Cleaners
Handheld Vacuum Cleaners
Stick Vacuum Cleaners
Upright Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 25 Forecast Replacement Cycles of Consumer Appliances by Category 2021-2026

Replacement cycles - years	2021	2022	2023	2024	2025	2026
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						

Split Air Conditioners
 Window Air Conditioners
 Cooling Fans
 Food Preparation
 Appliances
 Heating Appliances
 Irons
 Body Shavers
 Hair Care Appliances
 Oral Care Appliances
 Coffee Machines
 Freestanding Hobs
 Cylinder Vacuum Cleaners
 Handheld Vacuum Cleaners
 Stick Vacuum Cleaners
 Upright Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

MARKET DATA

Table 26 Sales of Consumer Appliances by Category: Volume 2016-2021

'000 units

	2016	2017	2018	2019	2020	2021
Major Appliances	Data removed from sample					
Small Appliances						
Consumer Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Sales of Consumer Appliances by Category: Value 2016-2021

USD million

	2016	2017	2018	2019	2020	2021
Major Appliances	Data removed from sample					
Small Appliances						
Consumer Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Sales of Consumer Appliances by Category: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Major Appliances	Data removed from sample		
Small Appliances			
Consumer Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 29 Sales of Consumer Appliances by Category: % Value Growth 2016-2021

% current value growth

2020/21

2016-21 CAGR

2016/21 Total

Major Appliances
 Small Appliances
 Consumer Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2016-2021

'000 units

2016

2017

2018

2019

2020

2021

- Built-in Dishwashers
 - Freestanding Dishwashers
 Dishwashers
 - Built-in Home Laundry Appliances
 - Freestanding Home Laundry Appliances
 - Automatic Dryers
 -- Built-in Automatic Dryers
 -- Freestanding Automatic Dryers
 - Automatic Washer Dryers
 -- Built-in Automatic Washer Dryers
 -- Freestanding Automatic Washer Dryers
 - Automatic Washing Machines
 -- Built-in Automatic Washing Machines
 -- Freestanding Automatic Washing Machines
 - Semi-Automatic Washing Machines
 Home Laundry Appliances
 - Freestanding Large Cooking Appliances
 - Built-in Large Cooking Appliances
 - Built-in Hobs
 - Ovens
 - Cooker Hoods
 -- Built-in Cooker Hoods
 -- Freestanding Cooker Hoods
 - Cookers
 - Range Cookers

Data removed from sample

Large Cooking Appliances

- Built-in Microwaves
- Freestanding Microwaves

Microwaves

- Built-in Refrigeration Appliances

- Freestanding Refrigeration Appliances

- Electric Wine Coolers/Chillers

- Built-in Electric Wine Coolers/Chillers

- Freestanding Electric Wine Coolers/Chillers

- Freezers

- Built-in Freezers

- Freestanding Freezers

- Fridge Freezers

- Built-in Fridge Freezers

- Freestanding Fridge Freezers

- Fridges

- Built-in Fridges

- Freestanding Fridges

- Refrigeration Appliances

- Built-In Major Appliances

- Freestanding Major Appliances

- Major Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2016-2021

USD million

2016 2017 2018 2019 2020 2021

- Built-in Dishwashers

- Freestanding Dishwashers

- Dishwashers

- Built-in Home Laundry Appliances

- Freestanding Home Laundry Appliances

- Automatic Dryers

- Built-in Automatic Dryers

- Freestanding Automatic Dryers

- Automatic Washer Dryers

- Built-in Automatic Washer Dryers

- Freestanding Automatic Washer Dryers

- Automatic Washing

Data removed from sample

Machines
 -- Built-in Automatic
 Washing Machines
 -- Freestanding
 Automatic Washing
 Machines
 - Semi-Automatic
 Washing Machines
 Home Laundry Appliances
 - Freestanding Large
 Cooking Appliances
 - Built-in Large
 Cooking Appliances
 - Built-in Hobs
 - Ovens
 - Cooker Hoods
 -- Built-in Cooker Hoods
 -- Freestanding Cooker
 Hoods
 - Cookers
 - Range Cookers
 Large Cooking Appliances
 - Built-in Microwaves
 - Freestanding Microwaves
 Microwaves
 - Built-in
 Refrigeration Appliances
 - Freestanding
 Refrigeration Appliances
 - Electric Wine Coolers/
 Chillers
 -- Built-in Electric
 Wine Coolers/Chillers
 -- Freestanding
 Electric Wine Coolers/
 Chillers
 - Freezers
 -- Built-in Freezers
 -- Freestanding Freezers
 - Fridge Freezers
 -- Built-in Fridge
 Freezers
 -- Freestanding Fridge
 Freezers
 - Fridges
 -- Built-in Fridges
 -- Freestanding Fridges
 Refrigeration Appliances
 Built-In Major Appliances
 Freestanding Major
 Appliances
 Major Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 32 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
<ul style="list-style-type: none"> - Built-in Dishwashers - Freestanding Dishwashers Dishwashers - Built-in Home Laundry Appliances - Freestanding Home Laundry Appliances - Automatic Dryers -- Built-in Automatic Dryers -- Freestanding Automatic Dryers - Automatic Washer Dryers -- Built-in Automatic Washer Dryers -- Freestanding Automatic Washer Dryers - Automatic Washing Machines -- Built-in Automatic Washing Machines -- Freestanding Automatic Washing Machines - Semi-Automatic Washing Machines Home Laundry Appliances - Freestanding Large Cooking Appliances - Built-in Large Cooking Appliances - Built-in Hobs - Ovens - Cooker Hoods -- Built-in Cooker Hoods -- Freestanding Cooker Hoods - Cookers - Range Cookers Large Cooking Appliances - Built-in Microwaves - Freestanding Microwaves Microwaves - Built-in Refrigeration Appliances - Freestanding Refrigeration Appliances - Electric Wine Coolers/Chillers -- Built-in Electric Wine Coolers/Chillers -- Freestanding Electric Wine Coolers/Chillers - Freezers -- Built-in Freezers -- Freestanding Freezers - Fridge Freezers -- Built-in Fridge Freezers -- Freestanding Fridge Freezers - Fridges -- Built-in Fridges -- Freestanding Fridges Refrigeration Appliances Built-In Major Appliances Freestanding Major Appliances Major Appliances 	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 33 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
<ul style="list-style-type: none"> - Built-in Dishwashers - Freestanding Dishwashers Dishwashers - Built-in Home Laundry Appliances - Freestanding Home Laundry Appliances - Automatic Dryers <ul style="list-style-type: none"> -- Built-in Automatic Dryers -- Freestanding Automatic Dryers - Automatic Washer Dryers <ul style="list-style-type: none"> -- Built-in Automatic Washer Dryers -- Freestanding Automatic Washer Dryers - Automatic Washing Machines <ul style="list-style-type: none"> -- Built-in Automatic Washing Machines -- Freestanding Automatic Washing Machines - Semi-Automatic Washing Machines Home Laundry Appliances - Freestanding Large Cooking Appliances - Built-in Large Cooking Appliances - Built-in Hobs - Ovens - Cooker Hoods <ul style="list-style-type: none"> -- Built-in Cooker Hoods -- Freestanding Cooker Hoods - Cookers <ul style="list-style-type: none"> - Range Cookers Large Cooking Appliances - Built-in Microwaves - Freestanding Microwaves Microwaves - Built-in Refrigeration Appliances - Freestanding Refrigeration Appliances - Electric Wine Coolers/Chillers <ul style="list-style-type: none"> -- Built-in Electric Wine Coolers/Chillers -- Freestanding Electric Wine Coolers/Chillers - Freezers <ul style="list-style-type: none"> -- Built-in Freezers -- Freestanding Freezers - Fridge Freezers <ul style="list-style-type: none"> -- Built-in Fridge Freezers -- Freestanding Fridge Freezers - Fridges <ul style="list-style-type: none"> -- Built-in Fridges -- Freestanding Fridges Refrigeration Appliances Built-In Major Appliances Freestanding Major Appliances Major Appliances 	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 34 Sales of Small Appliances by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
------------	------	------	------	------	------	------

Air Treatment Products
Food Preparation
Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 35 Sales of Small Appliances by Category: Value 2016-2021

USD million

2016 2017 2018 2019 2020 2021

Air Treatment Products
Food Preparation
Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 36 Sales of Small Appliances by Category: % Volume Growth 2016-2021

% volume growth

2020/21 2016-21 CAGR 2016/21 Total

Air Treatment Products
Food Preparation Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 37 Sales of Small Appliances by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

Air Treatment Products
Food Preparation Appliances
Heating Appliances
Irons

Data removed from sample

Personal Care Appliances
 Small Cooking Appliances
 Vacuum Cleaners
 Small Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 38 NBO Company Shares of Major Appliances: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 39 LBN Brand Shares of Major Appliances: % Volume 2018-2021

% retail volume Brand (GBO)	Company (NBO)	2018	2019	2020	2021
--------------------------------	---------------	------	------	------	------

Data removed from sample

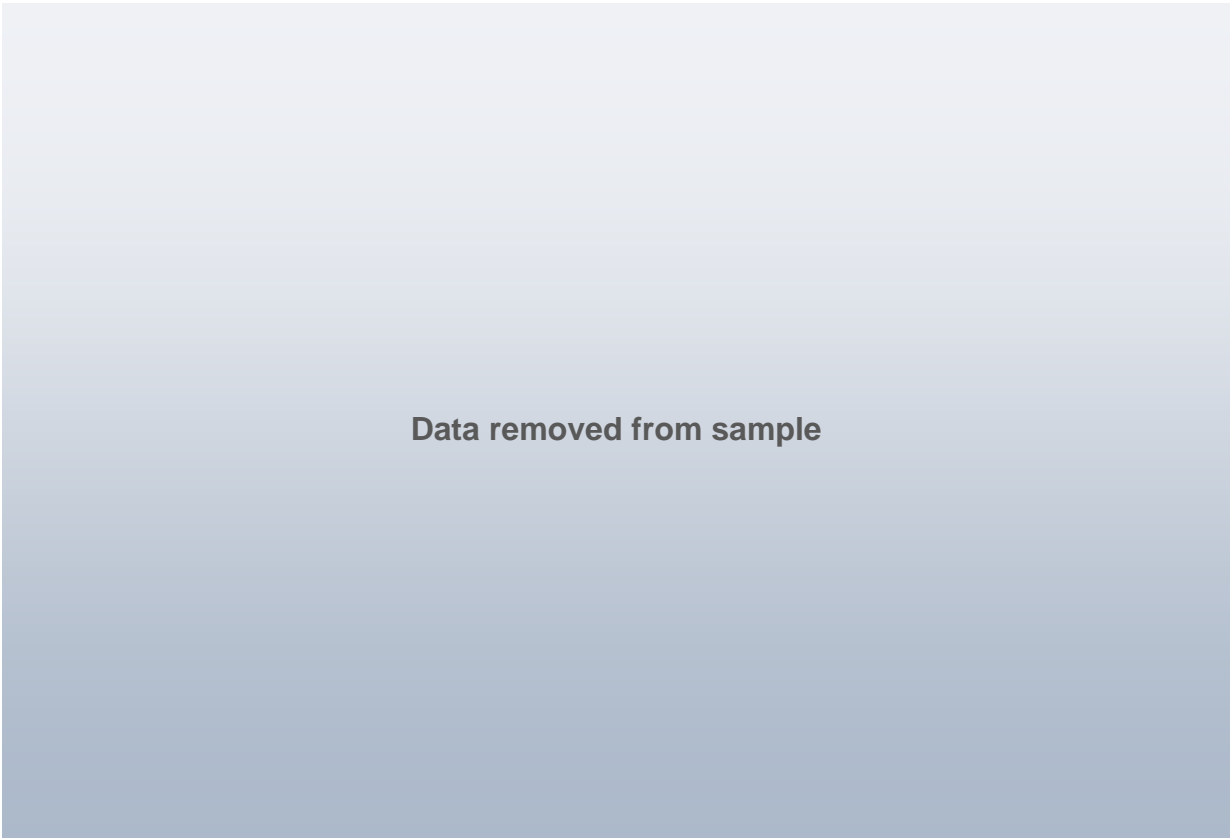
Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 40 NBO Company Shares of Small Appliances: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 41 LBN Brand Shares of Small Appliances: % Volume 2018-2021

% retail volume Brand (GBO)	Company (NBO)	2018	2019	2020	2021
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 42 Distribution of Major Appliances by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
- Non-Grocery Specialists						
-- Electronics and Appliance Specialist Retailers						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Drugstores/parapharmacies						

- Vitamins and Dietary Supplements Specialist Retailers
- Home and Garden Specialist Retailers
- Other Non-Grocery Specialists
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-retail channels
- Builders Merchants
- Construction
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 43 Distribution of Small Appliances by Format: % Volume 2016-2021

% retail volume

2016 2017 2018 2019 2020 2021

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Non-Grocery Specialists
- Electronics and Appliance Specialist Retailers
- Health and Beauty Specialist Retailers
- Beauty Specialist Retailers
- Chemists/Pharmacies
- Drugstores/parapharmacies
- Vitamins and Dietary Supplements Specialist Retailers
- Home and Garden Specialist Retailers
- Other Non-Grocery Specialists
- Mixed Retailers
- Department Stores
- Mass Merchandisers

Data removed from sample

-- Variety Stores
 -- Warehouse Clubs
 Non-retail channels
 - Builders Merchants
 - Construction
 Non-Store Retailing
 - Direct Selling
 - Homeshopping
 - E-Commerce
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 44 Forecast Sales of Consumer Appliances by Category: Volume 2021-2026

'000 units

2021 2022 2023 2024 2025 2026

Major Appliances
 Small Appliances
 Consumer Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 45 Forecast Sales of Consumer Appliances by Category: Value 2021-2026

USD million

2021 2022 2023 2024 2025 2026

Major Appliances
 Small Appliances
 Consumer Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 46 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2021-2026

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

Major Appliances
 Small Appliances
 Consumer Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 47 Forecast Sales of Consumer Appliances by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

Major Appliances
Small Appliances
Consumer Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 48 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split:
Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
- Built-in Dishwashers	Data removed from sample					
- Freestanding Dishwashers						
- Dishwashers						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing Machines						
-- Built-in Automatic Washing Machines						
-- Freestanding Automatic Washing Machines						
- Semi-Automatic Washing Machines						
- Home Laundry Appliances						
- Freestanding Large Cooking Appliances						
- Built-in Large Cooking Appliances						
- Built-in Hobs						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						
- Large Cooking Appliances						
- Built-in Microwaves						
- Freestanding Microwaves						
- Microwaves						
- Built-in Refrigeration Appliances						

- Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 49 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2021-2026

USD million	2021	2022	2023	2024	2025	2026
<ul style="list-style-type: none"> - Built-in Dishwashers - Freestanding Dishwashers Dishwashers - Built-in Home Laundry Appliances - Freestanding Home Laundry Appliances - Automatic Dryers -- Built-in Automatic Dryers -- Freestanding Automatic Dryers - Automatic Washer Dryers -- Built-in Automatic Washer Dryers -- Freestanding Automatic Washer Dryers - Automatic Washing Machines -- Built-in Automatic Washing Machines -- Freestanding Automatic Washing Machines 	Data removed from sample					

- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/ Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 50 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split:
% Volume Growth 2021-2026**

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

- Built-in Dishwashers
- Freestanding Dishwashers
- Dishwashers
- Built-in Home Laundry Appliances

Data removed from sample

- Freestanding Home Laundry Appliances
- Automatic Dryers
- Built-in Automatic Dryers
- Freestanding Automatic Dryers
- Automatic Washer Dryers
- Built-in Automatic Washer Dryers
- Freestanding Automatic Washer Dryers
- Automatic Washing Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 51 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split:
% Value Growth 2021-2026**

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Built-in Dishwashers
- Freestanding Dishwashers
- Dishwashers
- Built-in Home Laundry Appliances

Data removed from sample

- Freestanding Home Laundry Appliances
- Automatic Dryers
- Built-in Automatic Dryers
- Freestanding Automatic Dryers
- Automatic Washer Dryers
- Built-in Automatic Washer Dryers
- Freestanding Automatic Washer Dryers
- Automatic Washing Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 52 Forecast Sales of Small Appliances by Category: Volume 2021-2026

'000 units

2021 2022 2023 2024 2025 2026

Air Treatment Products
Food Preparation
Appliances
Heating Appliances
Irons

Data removed from sample

Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 53 Forecast Sales of Small Appliances by Category: Value 2021-2026

USD million

2021 2022 2023 2024 2025 2026

Air Treatment Products
Food Preparation
Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 54 Forecast Sales of Small Appliances by Category: % Volume Growth 2021-2026

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

Air Treatment Products
Food Preparation Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 55 Forecast Sales of Small Appliances by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

Air Treatment Products
Food Preparation Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners
Small Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast and scenario closing date: 1 November 2021

Report closing date: 9 December 2021

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2021 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources

Trade Associations

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