

## Major Household Appliances - US - February 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Bolstered by improvement in the overall economy, sales of most types of major appliances stabilized after the end of the recession in 2009 and then started to gain ground in 2013 with further improvement in the housing and home renovation markets."

- John Owen, Senior Household Analyst

### This report looks at the following areas:

- Improvement in housing and overall economy boosts appliance sales
- Multiple purchases increasingly the norm, opportunity for add-on sales
- Replacement provides sales base; other factors drive trends

For the purposes of this report, Mintel defines the major appliance market as including the following categories:

- Clothes washers
- Clothes dryers
- Refrigerators
- Freezers
- Dishwashers
- Ranges
- Ovens
- Cooktops
- Microwaves

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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