

Washers and Dryers - UK - July 2011

Report Price: £1750 / \$2800 / €1950



"The pace of change in laundry appliances has been breathtaking as manufacturers have pushed the boundaries of capacity, energy efficiency and functionality. New models wash the clothes faster than before and at lower temperatures and incorporate technology that takes the guesswork out of selecting the best programme, or deciding how much detergent to use. But, as more and more advanced features are incorporated into mid-market products, manufacturers need to find even more ways to differentiate their ranges in order to grow market share.

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- Are laundry appliances being replaced less frequently?
- What are manufacturers doing to add value in washing machines and tumble dryers?
- How much is online shopping influencing sales of washing machines and tumble dryers?
- Do consumers understand the latest innovations and how will this influence their purchasing?
- Will the shift towards smaller homes stimulate sales of combined washer dryers?

Definition

This report profiles the market for laundry appliances (washing machines, combined washer dryers and tumble dryers) in the UK. It includes countertop washing machines for domestic use.

Vented tumble dryers do not need to be plumbed in, but users need to put the vent (usually a hose) through a wall or simply draped through an open window, so that the steam can be vented away.

Condensing tumble dryers remove moist air from the drum and cool it inside the machine. The water is then collected in a container – which needs to be removed and emptied regularly. Some condenser machines can be plumbed in, making them even more convenient.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100