

Washers and Dryers - UK - June 2012

Report Price: £1750 / \$2758 / €2087

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"As manufacturers introduce more advanced features to mid-market products, they need to find even more ways to differentiate their ranges in order to grow market share. We see that consumers want simplicity, energy savings and convenience and this will define the battle ground for share of hearts and minds in the near future. The next generation of machines will use increasingly clever automation to improve convenience and performance, but for consumers this will be expected as standard, while we believe style, colour and design to grow in importance as washers are selected to blend in with sleek, modern kitchens.

– Jane Westgarth, Senior Market Analyst

In this report we answer the key questions:

- Are laundry appliances a modern-day essential?
- Which features of washing machines and tumble dryers are regarded as worth more by consumers?
- How important is brand in the marketing mix?
- How much are people shopping for laundry appliances online?
- What is the future for tumble dryers?

Today's washing machines are incorporating more high tech features in order to justify their added-value positioning. Consumers are faced with a plethora of decisions, embracing capacity, energy and water efficiency as well as a variety of programmes and automation. Yet our research illustrates that consumers quickly become creatures of habit and 70% agree that they use the same wash cycle for most of their washing. So manufacturers need to embrace careful marketing messages if they are to balance the desire for simplicity with the technical advances of the modern machine.

This report looks at consumers' expectations of washing machines and tumble dryers, and asks what people expect as standard as well as taking a look at things they would pay more for. It also tracks the latest innovations by manufacturers as well as looking at the market and economic background that is shaping customer spending habits.

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

Excluded

Washers and dryers purchased for commercial or institutional use.

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