

## Washers and Dryers - US - July 2014

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

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“Bolstered by continued modest improvement in the economy and a strengthening housing market, sales of washers and dryers have turned in solid sales performance since the end of the recession, rising to an estimated \$13.1 billion in 2014.”

- John Owen, Senior Household Analyst

### This report looks at the following areas:

- Encouraging Boomers to upgrade
- Leveraging energy efficiency
- Leveraging lifestyle features

Bolstered by continued modest improvement in the economy and a strengthening housing market, sales of washers and dryers have turned in a solid sales performance since the end of the recession. The prospects for continued growth in the next few years are solid as more consumers with aging appliances look to trade up to newer, more efficient models. In addition, manufacturers and retailers can accelerate growth by designing and marketing appliances to fit with an increasingly diverse array of lifestyle and life-stage needs.

This report builds on the analysis presented in Mintel's *Washers and Dryers—U.S., June 2012*, and previous reports in August 2010, July 2008, July 2007, August 2006, and March 2005. This report focuses on the domestic U.S. market for automatic washing machines and dryers (gas and electric), including side-by-side and stackable units. Both front-loading and top-loading washers are included. Excluded from this report are contract sales, second-hand appliances, and coin-operated appliances.

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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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Electrolux  
Samsung  
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