

White Goods - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Large domestic appliances are not a 'take home today' purchase and so most people will order them for home delivery. Plus they are mainly products which have definite specifications, making them easy to find online and for people to compare prices. So online shopping has grown rapidly and we estimate will account for just over half of the market by value in 2015."

- Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Will online shopping spell the end of conventional retailing for white goods?
- Are people engaged by smart white goods?
- Will lifestyle changes lead to more diverse demands for white goods?

After several years of slow demand, consumer spending on white goods picked up momentum in 2014. Spend rose in the year with demand helped by more buoyancy in the housing market and greater consumer confidence. We are seeing a trend towards bigger capacity washing machines and refrigeration, as well as the emergence of smart technology allowing people to control their appliances from their smartphones. Built-in appliances are increasingly popular, particularly for people refitting kitchens, and this is adding to average prices paid.

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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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Are people engaged by smart white goods?
 The facts
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Will lifestyle changes lead to more diverse demands for white goods?
 The facts
 The implications

The Market – What you need to know

Increased purchasing in 2014
 Predicted growth

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- Fast pace of innovation
- Capacity a key battle ground
- More kitchen refurbishment activity
- Trading up to higher specifications
- The internet of things
- Smaller homes boost demand for compact versions
- Advanced features as standard

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