

Washers and Dryers - UK - May 2016

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

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“Washing machines are a household essential, but the buoyant housing market and growth in household numbers have stimulated the first-time buyer market too. Manufacturers have forged ahead with innovative products in the market for laundry appliances. Intense competition in the marketplace means that prices have fallen so that today’s customers are getting more for less money.”
– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Online or in-store for laundry appliances?
- What is the impact of urbanisation on demand?
- Are consumers interested in ‘connected’ laundry appliances?

In 2015 consumers bought 4.2 million laundry appliances, up 3.4% on the previous year. Total spend rose by 4.5% to reach £1,260 million. Larger capacity washing machine sizes have grown market share and there are models available now with drum sizes up to 12kg. This increase in capacity, along with improvements in energy efficiency, are helping to add to the market value. Rainy weather in 2015 led to a boost in demand for tumble driers which saw consumer spending up by 11% in the year to reach £220 million. Similarly, the wet weather helped improve demand for washer dryers, with sales up 4% to £ 275 million.

The smart appliance market, which is an estimated 3% of sales by value, is poised to take off and consumers appear most interested in the notion of a machine that can ‘talk’ to a remote repair centre for diagnosis of faults, as well as ones that can save them money by optimising use of energy and water.

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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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Consumer spending up by 19% from 2011-15

Built-in appliances reach 13% by volume

Washing machines account for 74% of market value

Washer dryers popular where space is restricted

Currys is the clear market leader worth 20.5% share by value

Argos captures 12.5% market share

Online sales outrun in-store

John Lewis leads the department stores

99% of household do their washing at home

Lifetime of a washing machine

4.7% more households by 2020

9.9% more children aged 5-9 over 2015-20

Market Size and Forecast

Market up by 4.5% in 2015

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John Lewis leads the department stores

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The internet of things

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Ozone washing systems

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Combined washer dryers command higher prices

Currys is the most popular source of washers and dryers

More bought online than in-store

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97% of households own laundry appliances

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