

Major Appliances - Canada - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Major appliance brands operating in Canada are facing a changing environment of evolving preferences and consumer demand. Manufacturers will need to address cost-sensitivities as the majority of consumers are influenced by price. This may translate to more entry-level devices with less features or more compact design."
Andrew Zmijak, Research Analyst, Consumer Behaviour

This report looks at the following areas:

- Low prices are a major factor
- Younger consumers are influenced by recommendations from family/friends
- Shipping costs may influence choice of retailer

Definitions

For the purposes of this Report, the following segments of major appliances are covered:

- Clothes washer
- Microwave (built-in or stand-alone)
- Refrigerator with or without freezer
- Clothes dryer
- Dishwasher
- Stove/range
- Stand-alone freezer
- Range hood (ventilation)
- Countertop oven (convection or toaster oven)
- Stand-alone cooktop
- Wall-oven

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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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