

# Household Appliances - Ireland - September 2019

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## This report looks at the following areas:

This Report examines the types of major domestic appliances and smaller kitchen/ household appliances that consumers have bought within the last three years.



“Sales of domestic appliances have increased between 2014 and 2019 as consumer confidence in NI and RoI continued to improve in the aftermath of the economic downturn. Moving forward consumers are shown to be more concerned with the environment, and likely will see their purchase decisions guided by energy efficiency, recyclability and other green credentials.”

- Brian O'Connor, Senior

Consumer Analyst  
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- **Increase in house buying creates opportunities**
- **Irish consumers more inclined to save for appliances than borrow**

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## THE CONSUMER – WHAT YOU NEED TO KNOW

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