

Major Household Appliances - Canada - December 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Need is the top driver of purchase intent
- Smart appliance penetration is relatively low
- Traditional appliance stores are under pressure from other retail channels



"While much of the discussion around major household appliances revolves around smart technology, the reality is most remain interested in 'the basics'. Namely, they want functional appliances, which is another way of saying that they do not break down often and 'just work'."

Joel Gregoire, Associate Director - Food & Drink

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- **Rising cost of energy supports demand for energy efficiency**

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- **As homes and cities get smarter, the threat of surveillance increases**
- **Can appliances learn something from Netflix?**

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- **Just over a third of Canadians plan to purchase an appliance in the next year**

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