

## Washers and Dryers - UK - July 2011

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“The pace of change in laundry appliances has been breathtaking as manufacturers have pushed the boundaries of capacity, energy efficiency and functionality. New models wash the clothes faster than before and at lower temperatures and incorporate technology that takes the guesswork out of selecting the best programme, or deciding how much detergent to use. But, as more and more advanced features are incorporated into mid-market products, manufacturers need to find even more ways to differentiate their ranges in order to grow market share.

– Neil Mason, Head of Retail Research

### In this report we answer the key questions:

- Are laundry appliances being replaced less frequently?
- What are manufacturers doing to add value in washing machines and tumble dryers?
- How much is online shopping influencing sales of washing machines and tumble dryers?
- Do consumers understand the latest innovations and how will this influence their purchasing?
- Will the shift towards smaller homes stimulate sales of combined washer dryers?

### Definition

This report profiles the market for laundry appliances (washing machines, combined washer dryers and tumble dryers) in the UK. It includes countertop washing machines for domestic use.

Vented tumble dryers do not need to be plumbed in, but users need to put the vent (usually a hose) through a wall or simply draped through an open window, so that the steam can be vented away.

Condensing tumble dryers remove moist air from the drum and cool it inside the machine. The water is then collected in a container – which needs to be removed and emptied regularly. Some condenser machines can be plumbed in, making them even more convenient.

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