

## Washers and Dryers - UK - June 2013

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*"The next generation of laundry appliances will use increasingly clever automation to improve convenience and performance, but consumers will need some time to adjust their thinking and trust their appliances to take decisions and get things right for them."*

— Jane Westgarth, Senior Market Analyst

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

- As energy prices stay high, will consumers alter their laundry habits?
- What are the deciding factors that will influence choice of the next washing machine?
- How much does style influence demand for washers and dryers?
- How important is brand?
- What is the outlook for sales of washing machines and tumble dryers?

Manufacturers of washing machines are adding innovative features to boost performance and to set themselves apart from competitors. Consumers are faced with an array of choices including the capacity, energy efficiency, water efficiency plus added programs and automation. But consumers tell us that they want simple machines that are easy to use. So marketing must balance the desire for simplicity with the technical advances of the modern machine.

Tumble dryers have an image of energy hungry devices that can run up huge bills. Fewer people have tumble dryers and those that do own one are cautious about using them. But more people will be living in flats so we foresee that demand for convenient ways to dry the washing will increase. New technology can slash the running costs of drying, so marketing needs to make people look again and appreciate the new possibilities. People need help to understand how making an extra outlay for a more expensive (but more efficient) machine can be quickly recouped through the energy saved.

This report takes a look at what people want from their washing machines and tumble dryers. It also tracks the latest developments in the market place as well as looking at what is shaping customer spending habits.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market