

Washers and Dryers - UK - June 2014

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

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“There are pressures for manufacturers to create more innovative products to serve customers' lifestyle needs. We expect to see more gadgets, smart applications and new product designs. Branding will be absolutely central and we expect to see brands employ strategies to create trust and differentiation in order to add value.”

— Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- How much shopping for washers and dryers will go online?
- Will we begin to see a shift from owned to 'rented' laundry appliances?
- Should washing machine marketing be aimed at women in the future?

Innovation is hugely important in the market for washing machines and tumble dryers as makers aim to stand out from their competitors. Manufacturers have been striving to make new machines more energy and water efficient, partly in response to government targets and also to cater for the demands of today's consumers. Shoppers therefore have a wide range of choice including energy efficiency, water efficiency, size of wash load and advanced automation. So marketing messages need to explain the complexities of modern advances, while at the same time making the machines appear simple to use.

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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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