

Major Domestic Appliances - UK - April 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“Few consumer sectors enjoy the pace of innovation and change that characterises the market for major domestic appliances. Better functionality, better energy efficiency and water savings rank among the advances in recent years and this has transformed choices. Consumers are most interested in developments that could save them money on utility bills or call-out charges for repairs.”
 – Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Which features of smart appliances capture the attention of shoppers?
- Are physical stores redundant now that online shopping has been adopted by so many?
- What next for design of major domestic appliances?

Ownership of the majority of major domestic appliances by UK households is high, so the market is heavily dependent on key triggers that create demand including housing transactions, kitchen refits and replacement of old or broken-down appliances. As well as adding to functionality and energy efficiency, suppliers are creating new variants of size, colour and configurations of appliances to stimulate interest and persuade shoppers to trade-up. Also, we are seeing a concerted effort to add smart connectivity into major domestic appliances – an emerging market niche which promises customers opportunities ranging from controlling appliances remotely through to apps that can streamline their lives, cut waste and guide their cooking and food storage. 2016 was a good year for sales of major domestic appliances, helped by a strong housing market and high levels of consumer confidence. Yet some brands, especially Hotpoint, Indesit and Creda (all Whirlpool brands) and Beko had major problems, as tumble dryer fires hit the headlines. In 2017, the market is expected to remain buoyant, but further into the future uncertainties surrounding the effect of Brexit on the UK economy will include higher price inflation as well as less consumer certainty and these could have the effect of slowing demand.

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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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