

## Major Domestic Appliances - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The market for major domestic appliances has continued to grow, but at a slower rate than previous years.”

- Thomas Slide, Retail Analyst

This report looks at the following areas:

- Who owns a smart appliance and who's interested?
- Will we still own major domestic appliances in the future?
- Buyers need better guidance on the benefits of energy efficiency
- What is the role of the physical store for major domestic appliances?

The replacement market remains resilient, but replacement purchases can occur unexpectedly leading consumers to prioritise price and speed of replacement, rather than taking the time to research and upgrade to the latest features.

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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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Will we still own major domestic appliances in the future?

The facts

The implications

Buyers need better guidance on the benefits of energy efficiency

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What is the role of the physical store for major domestic appliances?

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Laundry appliances make up the largest segment

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