

Major Domestic Appliances - UK - April 2019

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

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“The majority of major domestic appliance purchases are triggered by replacing a broken or faulty appliance and this part of the market is fundamentally resilient. But more discretionary purchases have been held back in the face of a slowing housing market and wavering consumer confidence which has led to overall sales stagnating.”

– **Thomas Slide, Senior Retail Analyst**

This report looks at the following areas:

- **What a slowing housing market means**
- **Breaking out from distress buying**
- **Pre-empting 'right-to-repair'**

It's been a challenging year for major domestic appliances with the market growing just 0.5% as a result of a slowing housing market and wavering consumer confidence which is leading to a greater reliance on the replacement market to drive sales.

Major domestic appliances are both a necessity and a major purchase so when a breakdown triggers a new purchase the pressure is on to get a new one fast, and the emphasis is inevitably placed on price and speed of delivery.

The high rate of innovation in the sector and integration of smart technologies is helping to tempt some people to trade up, but the higher proportion of replacement purchases will hold back the more premium end of the market, with relatively few consumers willing to pay for the latest innovations. Meanwhile, research for this Report shows that style/design combined with either price or build quality is the key to deciding which brand of major domestic appliance to buy.

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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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