

Small Domestic Appliances - UK - November 2019

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This report looks at the following areas:

- The opportunity for small domestic appliances in the burgeoning smart home market
- Increasingly cramped homes underpin the need for space-saving appliances
- How will consumer confidence fare in the year ahead?

Consumer spending on small domestic appliances is estimated to grow by 7.5% to £2.68 billion in 2019; the second consecutive year of increased growth. The return of real wage growth since mid-2017 combined with price deflation since the turn of 2019 to drive sales, as consumers were encouraged to purchase, upgrade and replace small domestic appliances in the past year.

Moreover, income growth and record-low unemployment saw consumer confidence reach new heights in the past year, as consumers' focus turned to their own situation given the continued uncertainty of Brexit. Within the market, sales were catalysed by innovative new product developments, while the market benefited from the UK's growing health-consciousness, which underpinned new demand in the usual kitchen appliances, alongside air fryers and air purifiers.



"The market has grown strongly in the last two years, with expenditure rising with the return of real wage growth, price deflation and robust consumer confidence. Within the market, there are avenues for growth in space-saving innovations, connected tech and the UK's mounting interest in health and wellbeing."

– Marco Amasanti, Retail Analyst

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