

Major Household Appliances - Canada - December 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"While much of the discussion around major household appliances revolves around smart technology, the reality is most remain interested in 'the basics'. Namely, they want functional appliances, which is another way of saying that they do not break down often and 'just work'."

Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- Need is the top driver of purchase intent
- Smart appliance penetration is relatively low
- Traditional appliance stores are under pressure from other retail channels

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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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Appliances continue to become 'smarter'

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