

Major Household Appliances - Canada - December 2019

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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



"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

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **The issues**
- **Need is the top driver of purchase intent**
Figure 1: Attitudes toward major appliances, October 2019
- **Smart appliance penetration is relatively low**
Figure 2: Attitudes toward smart appliances (% agree), October 2019
- **Traditional appliance stores are under pressure from other retail channels**
Figure 3: Locations recent major appliance purchases were made, by age, October 2019
- **The opportunities**
- **Opportunity to explore additional avenues for sustained revenues**
Figure 4: Register appliance with manufacturer or purchase extended warranty from manufacturer (% agree), by age, October 2019
- **Gen Zs are more interested in appliances that reflect their personal style**
Figure 5: "I want my appliances to reflect my personal style" (% agree), by generation, October 2019
- **Having a considered online strategy is crucial for younger consumers**
Figure 6: In-store vs online purchase of most recent major appliance, by age, October 2019
- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- **Contrary to popular belief, Canadians still cook**
- **Most Canadians are opting to love their home versus listing it**
- **Rising cost of energy supports demand for energy efficiency**

MARKET FACTORS

- **Contrary to popular belief, Canadians still cook**
Figure 7: Frequency of cooking from scratch, September 2018
- **Most Canadians are opting to love their home versus listing it**

What's included

Executive Summary

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Powerpoint Presentation

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- **Rising cost of energy supports demand for energy efficiency**
Figure 8: Ontario electricity rates, mid-peak price, 2006-19

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Appliances continue to become ‘smarter’**
- **As homes and cities get smarter, the threat of surveillance increases**
- **Can appliances learn something from Netflix?**

WHAT WE’RE SEEING?

- **Appliances continue to become ‘smarter’**
Figure 9: Family Hub Refrigerator: The next generation of Family Hub, April 19, 2018

CHALLENGES

- **As homes and cities get smarter, the threat of surveillance increases**
- **Obsolescence represents a hurdle for smart appliance adoption**

WHAT TO WATCH

- **Some major appliances may become less ‘major’**
Figure 10: Introducing the new June Over (2nd Generation), August 21, 2018
- **Design options continue to evolve**
Figure 11: Smeg Canada Instagram Post, October 2019
Figure 12: Twin Cooling Plus refrigerator: how it works – FlexZone | Samsung, October 27, 2017
- **Can appliances learn something from Netflix?**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Just over a third of Canadians plan to purchase an appliance in the next year**
- **Appliances used in meal preparation are used more often**
- **Furniture stores under pressure from other formats**
- **Necessity drives purchase intent**
- **Penetration of smart appliances is low and perceptions are divided**
- **Function trumps fashion when it comes to appliances**

OWNERSHIP AND PURCHASE INTENT

- **Just over a third of Canadians plan to purchase an appliance in the next year**

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Report Price: £3695 | \$4995 | €4400

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Figure 13: Appliances Canadians plan to purchase or replace in the next year, October 2019

Figure 14: Appliances currently owned, October 2019

Figure 15: Appliances currently owned, by age, October 2019

- **Younger consumers are central to sales growth**

Figure 16: Plan on purchasing appliance(s), by age, October 2019

Figure 17: Plan on purchasing appliance(s), by type and by age, October 2019

Figure 18: Plan on purchasing appliance(s), by type and by parental status, October 2019

APPLIANCE USAGE

- **Appliances used in meal preparation are used more often**

Figure 19: Usage frequency by appliance type, October 2019

Figure 20: Daily usage of select major kitchen appliances, by age, October 2019

Figure 21: Frequency of dishwasher use, Chinese Canadians vs consumers overall, October 2019

- **Parents are particularly reliant on 'cleaning' appliances**

Figure 22: Daily use of appliances, parents vs non-parents, October 2019

Figure 23: Daily use of cleaning appliances, by number of children in household, October 2019

PURCHASE LOCATIONS

- **Furniture stores under pressure from other formats**

Figure 24: Locations recent major appliance purchases were made, October 2019

Figure 25: Locations recent major appliance purchases were made, by age, October 2019

Figure 26: Another Astounding Find From Leon's, August 26, 2019

Figure 27: Locations recent major appliance purchases were made, by region, October 2019

Figure 28: Locations recent major appliance purchases were made, Chinese Canadians vs overall, October 2019

- **Having an online presence is important to winning over younger consumers**

Figure 29: In-store vs online purchase of most recent major appliance, October 2019

Figure 30: In-store vs online purchase of most recent major appliance, by age, October 2019

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Executive Summary

Full Report PDF

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Figure 31: In-store vs online purchase of most recent major appliance, parents vs non-parents, October 2019

Figure 32: In-store vs online purchase of most recent major appliance, Chinese Canadians vs overall, October 2019

ATTITUDES TOWARD APPLIANCES

- Necessity drives purchase intent**

Figure 33: Attitudes toward major appliances, October 2019

Figure 34: "I would only buy new appliances when mine break" (% agree), by age, October 2019

Figure 35: "I would only buy new appliances when mine break" (% agree), by parental status, October 2019

- Few consumers of any age are brand loyal**

Figure 36: Select statements about appliances, by age (% agree), October 2019

Figure 37: Select statements about appliances (% agree), by age, October 2019

Figure 38: Warranty purchase among parents of young children (% agree), October 2019

SMART APPLIANCES

- Penetration is low and perceptions are divided**

Figure 39: Attitudes toward smart appliances (% agree), October 2019

- Age divide apparent when considering smart appliances**

Figure 40: Attitudes toward smart appliances (% agree), by age, October 2019

Figure 41: Attitudes toward smart appliances (% agree), parents/guardians of children five and under vs overall, October 2019

Figure 42: Attitudes toward smart appliances (% agree), 18-34 year olds with incomes under and over \$70K, October 2019

Figure 43: Attitudes toward smart appliances (% agree), urban vs suburban vs rural, October 2019

Figure 44: Attitudes toward smart appliances (% agree), rent vs own home, October 2019

APPLIANCE DESIGN

- Function trumps fashion when it comes to appliances**

Figure 45: Attitudes toward appliances and design (% agree), October 2019

Figure 46: Attitudes toward appliances and design (% agree), by age, October 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Gen Zs' sense of individualism extends to their appliances**
Figure 47: "I want my appliances to reflect my personal style" (% agree), by generation, October 2019
Figure 48: "I want my appliances to reflect my personal style" and "high-end appliances offer better designs" (% agree), students vs non-students, October 2019
- **Moms are more likely to consider both function and fashion**
Figure 49: "I want my appliances to reflect my personal style" (% agree) mothers vs fathers, October 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**

What's included

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Infographic Overview

Powerpoint Presentation

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