

Major Household Appliances - US - March 2020

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

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"The major household appliance market experienced continued steady, conservative growth sustained by positive economic factors, coupled with a consistent stream of appliance innovation. The market is challenged by numerous factors, such as long replacement cycles. However, manufacturers could accelerate growth by appealing to evolving lifestyle-related interests."
- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- Reliant on a replacement market
- Adhere to modern lifestyles
- Smart needs to prove value

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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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