

## Major Domestic Appliances: Inc Impact of COVID-19 - UK - April 2020

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

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“The market actually recovered momentum in 2019; however, the adverse impact of COVID-19 will put an end to this. While the majority of purchases are triggered by necessity, sales are nonetheless set to fall 11% in 2020 as stores are closed, housing transactions fall and elements of demand are limited to essential purchasing.”

– **Marco Amasanti, Retail Analyst, 4th May 2020**

This report looks at the following areas:

- The impact of COVID-19 on the Major Domestic Appliances over the course of 2020.
- The changes that COVID-19 will trigger in the market over the longer term.
- How the growing importance of sustainability, and its increasing prioritisation among consumers, is changing the way that people shop for major domestic appliances.
- What stores must do to ensure they remain relevant amid the rising tide of online retailers.
- New innovations and growth opportunities for brands.

The major story in 2020 is the ongoing impact of COVID-19. Prior to this outbreak, the market for major domestic appliances had actually recovered momentum, with sales up 1.6% as they neared £4 billion in 2019. This was underpinned by stability in the housing market and ongoing real wage growth, while price deflation encouraged shoppers to upgrade.

However, this will all be brought to an end by the COVID-19 pandemic. Mintel estimates that sales will fall 11% in 2020, as stores closed. Online sales will offset some of the sales lost on the high street, but demand will be limited to essential purchasing, such as that triggered by breakdowns, as heightened caution sees consumers either redirect income to other categories, such as grocery, or into savings.

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Breakdowns trigger the majority of purchases

Price and quality considerations underpin brand choice

The store remains indispensable, but must increase in-store engagement

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