

Major Domestic Appliances - China - 2021

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This report looks at the following areas:

- Product ownership and interest in shopping major domestic appliances
- Key purchasing channels of major domestic appliances
- Key factors when purchasing major domestic appliances
- Prioritised factors when purchasing refrigerators
- Prioritised factors when purchasing washing machines
- Consumers' attitudes toward major domestic appliances

The major domestic appliance market experienced a setback due to COVID-19, with sales declining further since 2018, and it is expected to enter a slow recovery path from 2021. "Health" is a key driver of market growth. Consumers are willing to upgrade to major domestic appliances with more health benefits, such as refrigerators with advanced preservation technology, washing machines with disinfection and sterilisation functions, etc. Mintel expects that wellbeing will continue to be a key trend in driving consumer interest in product upgrades in the long run.

As life essentials, major domestic appliances enjoy a high penetration rate in urban China. In such a mature market, stimulating new demand is the main challenge faced by industry players. In addition to paying more attention to replacement purchase (especially of refrigerators and washing machines) and niche products (eg drum dryers and freezers), in-depth exploration of the specific health needs of different groups is one way to compete.

Consumers and especially high earners' high willingness to upgrade to products with more intelligent functions will present future opportunities for major domestic appliances. While promoting intelligent upgrades, brands should also realise that consumers remain vigilant about unfamiliar new technology or innovative products. To help consumers build more confidence about new technology, clear and authentic communications are important for customer education.



"Health has become an ever more important direction for the upgrade of major domestic appliances. Amid increasingly fierce market competition, providing differentiated solutions to meet the health demands of diverse groups brings new growth opportunities for brands."

– Binyan YAO, Research Analyst

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