

Major Household Appliances - US - 2022

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This report looks at the following areas:

- Incidence of ownership and repertoire of appliances owned as well as intent to purchase
- Most recent purchase experience of major household appliances
- Factors that drove most recent purchase appliance
- Purchase location
- Procurement method of most recent purchase – online vs in-store as well as attitudes toward online shopping

While the pandemic brought attention to the household category in a positive way, challenges have bubbled up as well. Nearly one in five adults report some type of issue and derailment from their original plan during their most recent appliance purchase and others simply delayed purchase altogether – reflecting the negative impact the pandemic and subsequent supply chain issues had on this market. The result is pent-up demand that will support an uptick in growth in the near term. As makers and marketers regain footing and rebuild inventory levels, there's opportunity to focus on how new products can mirror consumers' lifestyle through health/wellness, technology, and style.



“The pandemic provided the impetus for Americans to use their home differently, which has in turn created new perspective for what is important when purchasing a major household appliance. As makers and marketers regain footing and rebuild inventory levels, it's important to focus on how new products can improve the consumer's quality of life.”

– Jennifer White Boehm,
Director, BPCH Reports

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