

# Major Household Appliances - Canada - 2022

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## This report looks at the following areas:

- Major household appliances owned and intended to be purchased
- Major household appliance purchase locations and experiences
- Online versus in-person major household appliance shopping
- Motivations for most recent major household appliance purchase
- COVID-19's impact on category and household upgrades
- Attitudes toward and ownership of smart appliances

Nearly all consumers live with a set of major household appliances (or at least a refrigerator/freezer), and similarly, the vast majority of consumers also purchased said appliances in-store. While older consumers may lament that "they just don't make them like they used to," younger consumers are enthusiastic toward major household appliance purchases and the plethora of design features they offer. Despite this enthusiasm, however, functionality comes over design for almost all Canadians.

After spending inordinate amounts of time in the home due to the COVID-19 pandemic, younger Canadians are feeling the itch to upgrade their homes and agree that they are willing to invest in higher-end appliances. Despite certain consumers' (eg younger Canadians, South Asians) willingness to purchase higher-end appliances, smart appliances and décor-oriented appliances, there is a snafu: these exact consumers are also more likely to be dissatisfied with their purchasing experiences. While over-indexing in interest and ownership of major household appliances (especially non-essential ones such as beverage fridges), these consumers are more likely to pay more than they hoped for and wait longer than expected for their deliveries.

Despite our world becoming smarter (read: a greater number of smarter devices), major household appliances are still an area where many consumers are slow to adopt smart tech. While less than a third of Canadians own a smart/connected appliance, this skews heavily with age; younger consumers are significantly more likely to see the value in smart appliances. It is important



"While nearly all consumers prioritize major household appliances' functionality over design, that does not mean that aesthetics are unimportant. Spending more time at home due to the pandemic means that Canadians have placed newfound importance in upgrading their homes."

– Candace Baldassarre,  
Research Analyst

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to note, however, that distrust toward smart appliances is relatively pervasive across half of all consumers regardless of their age. While the idea of smart appliances may be appealing, brands must do more to ensure consumers feel their data is protected and secure before smart major household appliances can gain popularity.

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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definitions
- Appliances asked about include:

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview  
Figure 1: Category outlook: major household appliances, 2023-28
- Opportunities
- Younger Canadians believe that high-end appliances are worth it
- The pandemic has made younger Canadians more interested in updating their homes
- South Asians are key target for category
- Challenges
- Furniture/appliance stores are losing ground to Best Buy, Home Depot and Walmart with younger consumers
- Smart devices invoke security fears among many Canadians
- Incentivizing buying before appliances break is tricky

### MARKET FACTORS

- Costs of living continue to rise  
Figure 2: Changes in Canadian Consumer Price Index, 2019-22
- Nuclear family homes are no longer the norm
- Multigenerational housing needs
- Canadians are cooking up a storm
- A country with an aging population  
Figure 3: Canadian population age projections, yearly, 2000-40
- Slower tech adopters
- Immigration destination
- Not-so-supplied chains

### COMPETITIVE STRATEGIES

- Designing for urbanites' lack of space  
Figure 4: Whirlpool Canada Twitter post, 2022  
Figure 5: Viking Range Twitter post, 2022
- Bespoke, customized and personalized

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- Executive Summary
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Report Price: £3695 | \$4995 | €4400

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Figure 6: Samsung Bespoke Instagram post, 2022

- **Appliances are about the experience**

Figure 7: World of Whirlpool Instagram post, 2022

- **Let me be your one and only (major household appliance brand)**

Figure 8: Samsung Bespoke Instagram post, 2022

- **Let's make a deal!**

## FAST FACTS: MAJOR HOUSEHOLD APPLIANCES

### APPLIANCE OWNERSHIP AND INTENT TO OWN

- **Two tiers of appliances: essential vs non-essential**

Figure 9: Major household appliance ownership (any own), 2022

Figure 10: Major household appliance ownership and intent to own, 2022

- **Men are in the kitchen**

Figure 11: Non-essential major household appliance ownership (select), men vs women, 2022

Figure 12: GE Appliances Canada Instagram post, 2022

- **Younger Canadians are interested in non-essential appliances**

Figure 13: Major household appliance ownership (any own), by age, 2022

Figure 14: Don't own but plan to purchase a major household appliance in next year, by age, 2022

Figure 15: Thermador Home Instagram post, 2022

Figure 16: LG Canada Instagram post, 2022

- **Used appliances**

Figure 17: 'I would be open to buying second-hand/preowned appliances' (% agree), by age, 2022

- **Appliances are milestones**

- **Homeownership = appliance ownership**

Figure 18: Major household appliance ownership (any own), by homeownership, 2022

- **South Asian consumers are steadfast appliance owners**

Figure 19: Major household appliance ownership (select), South Asian vs overall, 2022

Figure 20: Attitudes about entertaining in the home (% any agree), South Asian vs overall, 2022

Figure 21: Brick Warehouse Instagram post, 2022

Figure 22: Bosch Home US Instagram post, 2022

## APPLIANCE PURCHASE LOCATIONS

- **People shop predominantly in-store**

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Powerpoint Presentation

Interactive Databook

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Figure 23: Major appliance purchase made online vs in-store, by age, 2022

- **Omnichannel over online-only retailers**

Figure 24: Home Depot Canada Instagram post, 2022

- **Furniture stores are faltering with younger Canadians**

Figure 25: Location of most recent major household appliance, 2022

Figure 26: Purchased most recent major household appliance at appliance/furniture store, by age, 2022

Figure 27: Location of most recent major household appliance purchase (select), by age, 2022

- **An awkward afternoon at an appliance store**

- **Making ads more appealing to a diverse audience**

Figure 28: Major household appliance purchase location (select), born in Canada vs not born in Canada, 2022

Figure 29: The Brick Twitter post, 2022

## APPLIANCE PURCHASE EXPERIENCES

- **Contentment, concessions and compromise**

Figure 30: Major household appliance purchase experiences, 2022

Figure 31: Major household appliance purchase experiences (select), by age, 2022

- **Purchasing appliances is a distinctive process**

- **Salesperson as guide**

Figure 32: 'I consulted with sales staff during my most recent major household appliance purchase', by age, 2022

- **Parents feel the pressure**

Figure 33: Major household appliance purchasing experiences, parents vs non-parents, 2022

- **Not everyone can adapt equally: a broken appliance two ways**

## APPLIANCE PURCHASE MOTIVATIONS

- **People buy when it breaks**

Figure 34: Motivations for most recent major household appliance purchase, 2022

- **Younger Canadians are not just buying when it breaks**

Figure 35: Motivations for most recent major household appliance purchase, by age, 2022

- **Upgrades, renovations and moving are continued space for growth**

Figure 36: Viking Range Instagram post, October 2022

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Statements about high-end household appliances (% agree), by age, 2022

- Energy efficiency**

Figure 38: Motivations for most recent major household appliance purchase was to get a model that conserves resources, by age, 2022

- South Asian consumers are motivated to purchase**

Figure 39: Motivations for most recent major household appliance purchase (select), South Asian vs overall, 2022

## COVID-19 PANDEMIC'S IMPACT ON HOME UPGRADES

- COVID-19 appliance purchases**

Figure 40: Timing of major household appliance purchase, 2022

Figure 41: Timing of major household appliance purchase (during COVID-19 pandemic), by age, 2022

- Time at home = upgrades to home**

Figure 42: 'The pandemic has made investing in my home more important to me' (% agree), by age, 2022

- Delays and shortages mean adapting**

Figure 43: 'I've delayed purchasing appliances in the past couple years due to inventory issues' (% agree), by age, 2022

## APPLIANCE FUNCTION VS DESIGN

- Function comes over style (almost) always**

Figure 44: 'Fashion vs function' related attitudes toward major household appliances (% agree), 2022

Figure 45: 'Appliance function is more important than style' (% agree), by age, 2022

- Companies must add functions that make appliances worthy of upgrading**

Figure 46: Maytag Instagram post, 2022

- Appliances aren't just function: appliances as art/décor**

Figure 47: La Canche Canada Instagram post, 2022

- Personalization**

Figure 48: 'I want my appliances to match my home décor' (% agree), by age, 2022

Figure 49: Monogram Canada Instagram post, 2022

Figure 50: Attitudes about high-end major household appliances (% agree), men vs women, 2022

Figure 51: Attitudes about major household appliance ownership (% agree), born in Canada vs not born in Canada, 2022

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Report Price: £3695 | \$4995 | €4400

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- **Suites of items make sense**

Figure 52: 'I prefer to have all my household appliances be made by the same brand' (% agree), by age, 2022

Figure 53: Viking Range Twitter post, 2022

## SMART APPLIANCES

- **Smart appliances' popularity is stayed**

Figure 54: Attitudes toward smart appliances (% agree), 2022

- **Certain Canadians are set on smart tech**

Figure 55: Attitudes toward smart appliances (% agree), by age, 2022

Figure 56: Attitudes toward smart appliances (% agree), by parental status, 2022

Figure 57: Attitudes about smart appliances (% agree), South Asian vs overall, 2022

- **Smart appliances invoke discussions of security concerns**

Figure 58: 'I do not trust connected/smart appliances due to privacy issues' (% agree), by age, 2022

Figure 59: Leon's Furniture Instagram post, 2022

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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