

# Small Domestic Appliances - UK - 2022

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## This report looks at the following areas:

- The impact of the current cost-of-living crisis on the small domestic appliance sector
- The size of the small domestic appliance market, and prospects for the market over the next five years
- Value-driven purchasing behaviour of consumers
- How consumers shop and what products they are purchasing
- The importance of sustainability and energy effectiveness
- The impact of the upcoming recession on the small domestic appliance market
- The growing opportunity for wellbeing in the market

Consumers are increasingly concerned about energy insecurity and are seeking out appliances that are more energy efficient, such as air fryers which have grown in popularity as a more cost-effective and energy efficient appliance. Indeed, the number purchasing fryers has grown from 6% in 2020 to 14% in 2022, and this jump can partly be attributed to the growing popularity of air fryers.

This growing recessionary environment will have a greater impact on younger consumers. Many have plans of owning their own homes in the future, but with rising interest rates and inflation, these aspirations will slow down. Attention will turn to ways to save, and many will continue to live with family or rent as they save up; thus their purchasing of appliances (75%) will diminish as they may continue to be living in fully furnished properties where they will not seek out buying new appliances.

The cost-of-living crisis will lead to consumers shifting into a more price-savvy mindset as rising prices impact their spending behaviours. Retailers need to have a clear value proposition as consumers will need to have more than price-driven offers to purchase appliances; retailers without a clear value proposition will struggle. Retailers like John Lewis have partnered in recent



"The cost-of-living crisis will shift consumer behaviour to be more value-oriented. The small domestic appliance market has remained resilient in recent years, aided by extended periods at home and the shift to consumers doing more home-cooking and being at home more, with some participating in a blended working environment."

**- Bridget McCusker, Retail Analyst, November 2022**

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years with Fat Llama to offer furniture rentals, which was popular with office furniture in the midst of the pandemic; there is an opportunity for them to extend this into small domestic appliances.

Looking towards the future, the growing interest in sustainability is a major opportunity for this sector, as nearly (75%) of consumers are saying that due to rising prices they are more interested in energy efficient appliances. Brands have the opportunity to highlight the sustainability of their appliances, showcasing the long-lasting quality or guarantee of their products or the energy-saving aspect of their appliances. Small domestic appliances have an opportunity to provide consumers with an energy efficiency rating like white goods.



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## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The five-year outlook for small domestic appliances**  
Figure 1: Category outlook, 2022-27
- **The market**
- **Small domestic appliance market expected to grow 2.6% in 2022**

Figure 2: Market size for Small domestic appliance market, 2017-22

- **Market forecast**

Figure 3: Market forecast for small domestic appliances, 2017-27

- **Concerns over energy expenditure drive small domestic appliance market**

Figure 4: Estimated market segmentation for small domestic appliances, 2022

- **Supermarkets offer one-stop shop**

Figure 5: Estimated channels of distribution, 2021

- **Companies and brands**

- **Dyson and Bosch remain customer favourites despite the price tag**

Figure 6: Key metrics for selected brands, 2022

- **The consumer**

- **Small domestic appliance ownerships remain near universal**

Figure 7: Ownership of small domestic appliances, 2022

- **Younger consumers purchasing more**

Figure 8: Small domestic appliance purchases in the last 12 months, 2019, 2020 and 2022

Figure 9: Small domestic appliance purchases in the last 12 months, by age band, 2022

- **Retailers need to develop a blended in-store and online experience**

Figure 10: Channel of purchase, 2022

- **Online continues to dominate**

Figure 11: Retailers used for purchasing small domestic appliances, 2020 and 2022

- **Functionality and energy efficiency rank top for consumers**

Figure 12: Most important factors for the purchase of small domestic appliances amongst consumers, 2022

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- **Value is key driver for consumers to purchase**

Figure 13: Consumer attitudes towards price rises, 2022

- **Financial prudence drives consumer purchasing**

Figure 14: Consumer interest in cooking at home, by gender and age group, 2022

### ISSUES AND INSIGHTS

- **Retailers can benefit from the cost-of-living crisis**
- **Give consumers control with their appliance purchases**
- **Energy efficiency will stick beyond the recession**

### MARKET SIZE AND PERFORMANCE

- **Shifts towards working from home continue to benefit the market**

Figure 15: Market size for small domestic appliances, 2017-22

- **Consumers become their own baristas**
- **Many struggle to stay cool in the summer**

### MARKET FORECAST

- **Small domestic appliances continue to grow despite the economic crisis**

Figure 16: Category outlook, 2022-27

- **Despite the current economic climate, small domestic appliances remain resilient**
- **Consumers will look for value amid the uncertainty of the cost-of-living crisis**

Figure 17: Market forecast for small domestic appliances, 2022-27

- **Learnings from the last income squeeze**
- **Forecast methodology**

### MARKET SEGMENTATION

- **Kitchen appliances grow share**
- **Hot summers continue the demand for fans**
- **Hybrid working environments become the new normal**

Figure 18: Estimated market segmentation for small domestic appliances, 2022

Figure 19: Estimated consumer spend on small domestic appliances, by segment, 2021 and 2022

### CHANNELS TO MARKET

- **Small domestic appliances market moves increasingly online**

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- **Online-only retailers hold nearly a third of the small domestic appliance market**
- **Supermarkets offer a one-stop shop**
- **Mixed goods' lead continues to falter**
- **Electrical specialists maintains their share**

Figure 20: Estimated channels of distribution, 2021

## MARKET DRIVERS

- **Inflation is the key concern for consumers and brands...**
- **...and despite government support, energy prices are still a major concern**
- **Rising interest rates mean that the pressure will move up to middle- and higher-income households**
- **High inflation and rising interest rates will weigh down the post-COVID recovery**
- **Consumer spending power will be curbed**
- **Unemployment is at a near-50-year low**
- **Consumers' financial wellbeing has fallen from the highs of 2021...**

Figure 21: Household financial wellbeing index, 2016-22

- **...and most people are feeling the effects of price rises**
- **Nearly one fifth of households are rented**

Figure 22: English housing tenure, 2015-21

- **Many look to buy homes in the future**

Figure 23: Buying expectations of renters in the UK, 2020-21

- **As cash flows tighten, consumers turn to credit**

Figure 24: Consumer credit excluding student loans, 2020-22

- **Saving money starts with cooking at home**

Figure 25: Financial confidence of consumers in the UK, 2022

## LAUNCH ACTIVITY AND INNOVATION

- **Sustainable efforts grow in the home**
- **AO World introduces reuse facilities**
- **Recycle, reduce, reuse continues to gain popularity**
- **The connected home comes to the kitchen**
- **Multi-functional appliances**

Figure 26: AO Recycling's reuse facility, 2022

- **Vacuums that add ease to many's daily life**

Figure 27: Anaori Kakugama, 5-in-1 Cooking Pot, 2022

- **Technology brings convenience to the home**

Figure 28: Tineco Toasty One, 2022

Figure 29: Keurig, The Remote Brew App & Coffee Machine, 2022

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Full Report PDF

Infographic Overview

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Figure 30: Siemens EQ900 Espresso Machine

- **Combatting rising cost of living in the kitchen**
- **Currys PC World addresses cost-of-living concerns for consumer**

Figure 31: Currys PC World, 2022

- **Air fryers combatting energy costs**

Figure 32: Ninja Foodi Max Health Grill, 2022

### ADVERTISING AND MARKETING ACTIVITY

- **Advertising spend up 42% in 2021**

Figure 33: Total advertising expenditures on small domestic appliances, 2018-22\*

- **Vax leads the market in 2021**

Figure 34: Top 10 spenders on above-the-line, online display and direct mail advertising expenditures on small domestic appliances, 2018-2022

- **TV continues to dominate advertising**

Figure 35: Total advertising expenditures on small domestic appliances, by media type, 2018-22

- **TV continues to be a favourite amongst advertisers**

Figure 36: Total advertising expenditure on small domestic appliances, by advertisers & media type, 2022

- **Vacuums continue to drive small domestic appliances**
- **iRobot Roomba j7+ gives a personality**
- **Dyson introduces attachments to budget-friendly lines**
- **Hoover introduces multichannel campaign**
- **Tower shows how to manage the holiday season with an air fryer**
- **Multi-providers unify their brand**
- **Nielsen Ad Intel coverage**

### BRAND RESEARCH

- **Key findings**

- **Brand map**

Figure 37: Attitudes towards and usage of selected brands, 2022

- **Key brand metrics**

Figure 38: Key metrics for selected brands, 2022

- **Brand attitudes: Bosch's quality worth the price**

Figure 39: Attitudes, by brand, 2022

- **Brand personality: Russell Hobbs and Tefal situated well amid the cost-of-living crisis for accessibility**

Figure 40: Brand personality – Macro image, 2022

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Report Price: £2195 | \$2995 | €2600

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- **De'Longhi leads in style**  
Figure 41: Brand personality – Micro image, 2022
- **Brand analysis**
- **Dyson's innovative image leads its desirability amongst affluent customers**
- **Bosch leads with the older homeowners**
- **Russell Hobbs leads in accessibility in the market**
- **Tefal an inexpensive household favourite**
- **De'Longhi customers pay for style**

### OWNERSHIP OF SMALL DOMESTIC APPLIANCES

- **Traditional appliances to continue to reign at home**  
Figure 42: Ownership of small domestic appliances, 2022
- **Younger consumer focus on healthier lifestyles**  
Figure 43: Ownership of small domestic appliances, by age and income group, 2022

### PURCHASES OF SMALL DOMESTIC APPLIANCES

- **Purchase of small domestic appliances remains consistent**  
Figure 44: Small domestic appliance purchases in the last 12 months, 2019, 2020 and 2022
- **Younger consumers drive new purchasing**  
Figure 45: Small domestic appliance purchases in the last 12 months, by age band, 2022
- **Younger men lead the purchasing of small domestic appliances**  
Figure 46: Purchases, by gender and age group, 2022
- **Air fryers at the top of consumer purchases**  
Figure 47: Small domestic appliances spent most on, 2022

### CHANNELS OF PURCHASE

- **Online growth continues**  
Figure 48: Channel of purchase, 2022
- **Online channels surge amongst younger consumers**  
Figure 49: Purchases through online channels, 2022

### RETAILERS USED

- **Online-only retailers dominate purchasing of small domestic appliances**  
Figure 50: Retailers used for purchasing small domestic appliances, 2020 and 2022
- **Amazon continues to be the lead retailer**  
Figure 51: Income levels of online-only consumers, 2022

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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### PURCHASING FACTORS

- **Convenience is key for small domestic appliances**  
Figure 52: Most important factors for the purchase of small domestic appliances amongst consumers, 2022
- **Income levels drive energy efficiency as a leading factor**  
Figure 53: Leading purchasing factors, by income level for small domestic appliances, 2022
- **Functionality ranks number 1**  
Figure 54: Leading factors by rank for the purchase of small domestic appliances, 2022

### CONSUMER ATTITUDES TOWARDS SMALL DOMESTIC APPLIANCES

- **Many consumers look to mitigate the cost-of-living crisis**  
Figure 55: Consumer attitudes towards price rises, 2022
- **Tighter budgets shift consumers' appliance needs**  
Figure 56: Consumer interest in a BNPL Scheme for the purchase of small domestic appliances based on financial situation, 2022  
Figure 57: Consumer interest in cooking at home, by gender and age group, 2022
- **Smarter technologies, easier living**  
Figure 58: Consumer interest in innovative small domestic appliances, 2022  
Figure 59: Consumer interest in ownership of small domestic appliances with smart technologies based on employment, 2022  
Figure 60: Consumer interest in small domestic appliances aiding in wellbeing, by income group, 2022

### APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Data sources
- Abbreviations
- Consumer research methodology

### APPENDIX – FORECAST METHODOLOGY

- **Market forecast and prediction intervals**  
Figure 61: Market forecast, best- and worst-case scenario forecasts, 2022-2027
- **Market drivers and assumptions**
- **Forecast methodology**

### What's included

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Full Report PDF

Infographic Overview

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