

Major Domestic Appliances - UK - 2023

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This report looks at the following areas:

- The impact of the cost-of-living crisis on the major domestic appliances market.
- How this disruption impacts demand and consumers' behaviours.
- Consumer attitudes towards leading brands in the sector.
- Opportunities and threats for the market in the coming years.

Despite the removal of restrictions, online demand remains elevated, with the majority of major domestic appliance purchases still coming from online (67%). Alongside unrivalled convenience, online shopping benefits from the associated positive price perception, which is particularly important as consumers are bearing the brunt of the cost-of-living crisis.

As a high-ticket category, major domestic appliances are particularly exposed to a withdrawal of, or reduction in, spending in the face of an income squeeze. Energy-demanding in nature, the sector has been hard hit due to soaring energy costs, and seen some demand redirected away from the market as consumers look for ways to cut back on their energy bills. The slowdown of the housing market as a by-product of the economic downturn only serves to worsen the situation, as new movers are among the most likely to purchase major domestic appliances.

While the market is partially insulated by the fact that most purchases are necessity-driven, stretched budgets mean many consumers will trade down to more affordable options, or turn to repairing services in a bid to extend product lifespan. The introduction of Right to Repair legislations is likely to make repairing at home more accessible, especially given the newfound confidence in DIY as a legacy of the pandemic. Reducing the need to make new purchases, the growth of the repairing trend could hamper the path to recovery of the sector.



"Already impacted by a natural rebalancing of in-home demands post-pandemic, the cost-of-living crisis and housing market slowdown as a by-product have taken a toll on the major domestic appliances sector. However, disruption also opens up new areas of demand, with energy efficiency the standout performer."

- Sam Nguyen, Retail Analyst

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However, disruption also opens up new windows to the market, and energy efficiency has been the standout performer. Brands could also turn the growth of repairing to their advantage by leveraging modular design and diagnostic features in product design, as well as providing add-on services to support consumers with DIY fixes. This in turn could bolster customer engagement, helping to boost retention and loyalty.

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