

Large Kitchen Appliances - China - 2023

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This report looks at the following areas:

- Changes in penetration and purchase interest in key categories of large kitchen appliances.
- Main concerns and key expectations for dishwashers.
- Kitchen refurbishing as a key opportunity to drive kitchen appliance consumption.
- Explore consumer attitudes towards age-friendly large kitchen appliances (适老化厨电) to identify potential business opportunities.

In the first half of 2023, retail sales of household appliances and video equipment increased by just 1% year-on-year according to NBS data, indicating that the household appliances market is not recovering as quickly as expected. Mintel's Chinese Consumer Tracker Data shows that consumers' short-term financial confidence has started to recover but has seen some fluctuation in 2023.

With ongoing uncertainties and fluctuating confidence, consumers are refocusing on what value means to them and are spending more consciously, especially for big purchases like large home appliances. Mintel estimates that retail sales of China's large kitchen appliances will grow slightly by 3.6% in 2023, and it will take some time for the market to fully return to pre-pandemic levels.

Industry players face the challenge of stimulating purchases of large kitchen appliances amid the more rational consumption sentiment. Emerging categories, such as integrated cookers and dishwashers, are expected to be the main growth driver of the large kitchen appliances market. However, consumer interest and concern about these new kitchen appliances coexist. Exploring opportunities through complementary services and meeting the needs of segmented consumer groups may be key for brands to overcome challenges.



"With the growing demand for high-quality kitchen life, the outlook for large kitchen appliances remains positive. However, it will take longer for the market to return to pre-pandemic levels due to continued uncertainty and a more rational spending sentiment among consumers."
– Binyan Yao, Research Analyst

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