

Refrigerators, Freezers, and Dishwashers - US - March 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While an improving economy and housing market is driving sales for the market as a whole, other factors give individual brands and retailers opportunities to gain competitive advantage. Superior owner protection is one such area. Another is finding a way to appeal to a new generation of appliance shoppers who want the most advanced features but may find them out of reach.”
 – John Owen, Senior Household Analyst

This report looks at the following areas:

- Who is taking ownership of reliability?
- Who is the next generation of appliance owners?
- How to increase refrigerator sales one room at a time?

Modest improvement in the economy and a stronger housing market have helped the refrigerators, freezers, and dishwashers category recover some of what it lost during the recession. Total category sales posted a solid gain in 2013, rising to \$14.2 billion. Manufacturers are working to build on this renewed momentum with appliances offering greater convenience, superior performance, improved energy efficiency, and new options in styling. As long as economic conditions continue to improve, these efforts should pay off in continued strength in the market.

This report builds on the analysis presented in Mintel's *Dishwashers, Refrigerators, and Freezers – US, November 2010*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

What you need to know

- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

The market

Category gains ground on improvement in housing and economy

Figure 1: Total US retail sales and fan chart forecast of refrigerators, freezers, and dishwashers, at current prices, 2008-18

Segments

Figure 2: Sales of refrigerators, freezers, and dishwashers, segmented by type, 2011 and 2013

The consumer

Ownership of refrigerators nearly universal

Figure 3: Refrigerator, freezer, and dishwasher ownership, 2008-13

Replacement most common reason for refrigerators, dishwashers

Figure 4: Reasons for most recent purchase of a refrigerator, freezer, or dishwasher, January 2014

Recent purchases likely to have started with online research

Figure 5: Refrigerator/Freezer/Dishwasher shopping behaviors for most recent purchase of any appliance, by date of most recent purchase, January 2014

Interest in energy efficiency, reliability consistent across appliances

Figure 6: Attribute importance in purchase of a refrigerator, freezer, or dishwasher, January 2014

Added fridge/freezer features are especially appealing to recent purchasers

Figure 7: Interest in refrigerator/freezer special features, by date of most recent refrigerator purchase, January 2014

Recent dishwasher purchasers most interested in quick-wash capability

Figure 8: Interest in dishwasher special features, by date of most recent dishwashing purchase, January 2014

What we think

Issues and Insights

Taking ownership of reliability

The issues

The implications

The next generation of appliance owners

The issues

The implications

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Increasing refrigerator sales one room at a time

The issues

The implications

Trend Application

Trend: Green and Lean

Trend: Hungry Planet

Trend: Suite Life

Market Size and Forecast

Key points

Category gains ground on improvement in housing and economy

Sales and forecast of refrigerators, freezers, and dishwashers

Figure 9: Total US retail sales and forecast of refrigerators, freezers, and dishwashers, at current prices, 2008-18

Figure 10: Total US retail sales and forecast of refrigerators, freezers, and dishwashers, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 11: Total US retail sales and fan chart forecast of refrigerators, freezers, and dishwashers, at current prices, 2008-18

Market Drivers

Replacement cycle, economic factors drive sales trends

Figure 12: Top reasons for purchasing large kitchen appliances, January 2014

Industry competitors see key drivers improving

Housing market builds momentum in 2013

Figure 13: New and existing home sales, 2009-13

Remodeling trends higher, creating more opportunities for appliance sales

Figure 14: BuildFax Remodeling Index, 2008-13

Halting improvement in consumer confidence helps market

Figure 15: Thomson Reuters/University of Michigan index of consumer sentiment, 2009-14

Homeownership rate declines, especially among younger adults

Figure 16: Fourth quarter homeownership rate, by age of householder, 2008-13

More households, but households getting smaller

Figure 17: Households, by presence of own children, 2003-13

Figure 18: Household size, 2003-13

Segment Performance

Key points

Sales of dishwashers outpace refrigerators and freezers in past two years

Sales of refrigerators, freezers, and dishwashers, by segment

Figure 19: Sales of refrigerators, freezers, and dishwashers, segmented by type, 2011 and 2013

Refrigerators and freezers

Figure 20: Total US retail sales and forecast of refrigerators, freezers and dishwashers, by segment, at current prices, 2008-18

Leading Companies

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Whirlpool
 General Electric
 Electrolux
 Samsung
 LG
 Haier

Innovations and Innovators

Connectivity – “smart appliances”
 LG HomeChat
 Samsung refrigerator with apps
 Whirlpool 6th Sense Live appliances
 Added features
 Samsung Soda Fridge dispenses sparkling water
 Whirlpool PowerScour
 Samsung WaterWall dishwasher
 Bosch offers “quietest dishwasher in North America”

Marketing Strategies

The new Maytag Man an effort to personify dependability
 Figure 21: Maytag “Meet the Maytag Man” television ad, 2014
 Kitchenaid “So Much More” campaign targets serious cooks
 Figure 22: Kitchenaid “So Much More” television ad, 2013
 GE “Reimagining Home” campaign underscores consumer input
 Figure 23: GE “Reimagining The Kitchen” television ad, 2013

Social Media

Key points
 Key social media metrics
 Figure 24: Key performance indicators, February 10, 2013-February 9, 2014
 Market overview
 Brand usage and awareness
 Figure 25: Brand usage and awareness of refrigerators, freezers and dishwasher brands, January 2014
 Interaction with brands
 Figure 26: Interaction with refrigerators, freezers and dishwasher brands, January 2014
 Online conversations
 Figure 27: Online mentions, selected refrigerator, freezer and dishwasher brands, February 10, 2013-February 9, 2014
 Where are people talking about refrigerator, freezer, and dishwasher brands?
 Figure 28: Mentions, by page type, selected refrigerator, freezer, and dishwasher brands, February 10, 2013-February 9, 2014
 What are people talking about online?
 Figure 29: Mentions, by topic of conversation, selected refrigerator, freezer, and dishwasher brands, February 10, 2013-February 9, 2014

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Brand analysis

Samsung

Figure 30: Samsung key social media indicators, February 2014

Key online campaigns

What we think

GE

Figure 31: GE key social media indicators, February 2014

Key online campaigns

What we think

Whirlpool

Figure 32: Whirlpool key social media indicators, February 2014

Key online campaigns

What we think

LG

Figure 33: LG key social media indicators, February 2014

Key online campaigns

What we think

Sub-Zero

Figure 34: Sub-Zero key social media indicators, February 2014

Key online campaigns

What we think

Electrolux

Figure 35: Electrolux key social media indicators, February 2014

Key online campaigns

What we think

Ownership and Acquisition

Key points

Ownership of refrigerators nearly universal

Figure 36: Refrigerator, freezer, and dishwasher ownership, 2008-13

Figure 37: Refrigerator, freezer, and dishwasher ownership, by ownership status of home, 2008-13

Higher-income households own wider variety of appliances

Figure 38: Types of refrigerators, freezers, and dishwashers owned, by household income, January 2014

Specialized fridges more likely to be recent purchases

Figure 39: Recency of refrigerator, freezer, and dishwasher acquisition, January 2014

Reasons for Most Recent Purchase

Key points

Replacement most common reason for refrigerators, dishwashers

Figure 40: Reasons for most recent purchase of a refrigerator, freezer, or dishwasher, January 2014

Refrigerator purchase decision process growing more complex

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Figure 41: Reasons for most recent purchase of a refrigerator, by date of most recent refrigerator purchase, January 2014

Higher-income buyers more likely to be motivated by remodeling and décor

Figure 42: Reasons for most recent purchase of a refrigerator, by household income, January 2014

Freezer purchases driven by practicality

Figure 43: Reasons for most recent purchase of a freezer, by date of most recent freezer purchase, January 2014

Recent dishwasher purchases motivated by replacement, remodeling

Figure 44: Reasons for most recent purchase of a dishwasher, by date of most recent dishwasher purchase, January 2014

Shopping Behaviors

Key points

Recent purchases likely to have started with online research

Home centers gain momentum

Figure 45: Refrigerator/Freezer/Dishwasher shopping behaviors for most recent purchase of any appliance, by date of most recent purchase, January 2014

Higher-income buyers more likely to do research, shop in specialty stores

Figure 46: Refrigerator/Freezer/Dishwasher shopping behaviors for most recent purchase of any appliance, by household income, January 2014

Usage Behaviors and Meal Prep Habits

Key points

Refrigerators still play a central role in many households

Young adults interested in secondary fridges

Figure 47: Refrigerator/Freezer/Dishwasher usage behaviors and meal prep habits, by gender and age, January 2014

Higher-income consumers more likely to want refrigerators that blend in

Figure 48: Refrigerator/Freezer/Dishwasher usage behaviors and meal prep habits, by household income, January 2014

Larger households interested in secondary fridges and extra features

Figure 49: Refrigerator/Freezer/Dishwasher usage behaviors and meal prep habits, by household size, January 2014

Attribute Importance

Key points

Interest in energy efficiency consistent across appliances

Reliability and durability are also common denominators

Figure 50: Attribute importance in purchase of a refrigerator, freezer, or dishwasher, January 2014

Style growing more important in refrigerator purchases

Figure 51: Attribute importance in purchase of a refrigerator, by date of most recent refrigerator purchase, January 2014

Capacity, efficiency, and reliability are top priorities in freezer purchases

Figure 52: Attribute importance in purchase of a freezer, by date of most recent standalone freezer purchase, January 2014

Recent dishwasher purchasers more likely to look for style

Figure 53: Attribute importance in purchase of a dishwasher, by date of most recent dishwasher purchase, January 2014

Interest in Special Features

Key points

Added fridge/freezer features are especially appealing to recent purchasers

Figure 54: Interest in refrigerator/freezer special features, by date of most recent refrigerator purchase, January 2014

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Recent dishwasher purchasers most interested in quick-wash capability

Figure 55: Interest in dishwasher special features, by date of most recent dishwasher purchase, January 2014

Race and Hispanic Origin

Black, Hispanic consumers less likely to own dishwashers

Figure 56: Refrigerator, freezer, and dishwasher ownership, by race and Hispanic origin, 2008-13

Reasons for refrigerator purchase consistent across groups

Figure 57: Reasons for most recent purchase of a refrigerator, by race/Hispanic origin, January 2014

Refrigerator and dishwasher attribute importance similar across groups

Figure 58: Attribute importance in purchase of a refrigerator, by race/Hispanic origin, January 2014

Figure 59: Attribute importance in purchase of a dishwasher, by race/Hispanic origin, January 2014

Refrigerator added features of appeal to Black, Hispanic consumers

Figure 60: Interest in refrigerator/freezer special features, by race/Hispanic origin, January 2014

Custom Consumer Groups

Past-five-year brand purchase

Whirlpool and GE owners more likely to make replacement purchases

Figure 61: Reasons for most recent purchase of a refrigerator, by brands purchased in past five years, January 2014

LG, Samsung purchasers more likely to shop online, use mobile devices

Figure 62: Refrigerator/Freezer/Dishwasher shopping behaviors for most recent purchase of any appliance, by brands purchased in past five years, January 2014

LG and Samsung purchasers more interested in secondary fridges

Figure 63: Refrigerator/Freezer/Dishwasher usage behaviors and meal prep habits, by brands purchased in past five years, January 2014

Whirlpool and General Electric purchasers more brand-conscious

Figure 64: Attribute importance in purchase of a refrigerator, by brands purchased in past five years, January 2014

LG and Samsung buyers more interested in some special features

Figure 65: Interest in refrigerator/freezer special features, by household income, January 2014

Appendix – Other Useful Consumer Tables

Ownership and acquisition

Figure 66: Refrigerator, freezer, and dishwasher ownership, by gender and age, January 2014

Figure 67: Refrigerator, freezer, and dishwasher ownership, by household size, January 2014

Reasons for acquisition

Figure 68: Reasons for most recent purchase of a refrigerator, by gender and age, January 2014

Figure 69: Reasons for most recent purchase of a refrigerator, by household income, January 2014

Figure 70: Reasons for most recent purchase of a refrigerator, by household size, January 2014

Figure 71: Reasons for most recent purchase of a dishwasher, by household size, January 2014

Shopping behaviors

Figure 72: Refrigerator/Freezer/Dishwasher shopping behaviors for most recent purchase of any appliance, by gender and age, January 2014

Figure 73: Refrigerator/Freezer/Dishwasher shopping behaviors for most recent purchase of any appliance, by household size, January 2014

Attribute importance

Figure 74: Attribute importance in purchase of a refrigerator, by gender and age, January 2014

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Figure 75: Attribute importance in purchase of a refrigerator, by household income, January 2014

Figure 76: Attribute importance in purchase of a refrigerator, by household size, January 2014

Figure 77: Attribute importance in purchase of a freezer, by gender and age, January 2014

Figure 78: Attribute importance in purchase of a freezer, by household income, January 2014

Figure 79: Attribute importance in purchase of a freezer, by household size, January 2014

Figure 80: Attribute importance in purchase of a dishwasher, by gender and age, January 2014

Figure 81: Attribute importance in purchase of a dishwasher, by household income, January 2014

Figure 82: Attribute importance in purchase of a dishwasher, by household size, January 2014

Interest in special features

Figure 83: Interest in refrigerator/freezer special features, by gender and age, January 2014

Figure 84: Interest in refrigerator/freezer special features, by household income, January 2014

Figure 85: Interest in refrigerator/freezer special features, by household size, January 2014

Figure 86: Interest in dishwasher special features, by gender and age, January 2014

Figure 87: Interest in dishwasher special features, by household income, January 2014

Figure 88: Interest in dishwasher special features, by household size, January 2014

Appendix – Social Media

Online conversations

Figure 89: Online mentions, selected refrigerator, freezer and dishwasher brands, February 10, 2013-February 9, 2014

Brand usage or awareness

Figure 90: Brand usage or awareness, January 2014

Figure 91: Whirlpool usage or awareness, by demographics, January 2014

Figure 92: General Electric usage or awareness, by demographics, January 2014

Figure 93: Electrolux usage or awareness, by demographics, January 2014

Figure 94: LG usage or awareness, by demographics, January 2014

Figure 95: Samsung usage or awareness, by demographics, January 2014

Figure 96: Sub-Zero usage or awareness, by demographics, January 2014

Activities done

Figure 97: Activities done, January 2014

Figure 98: Whirlpool – Activities done – I have looked up/talked about this brand online on social media, by demographics, January 2014

Figure 99: Whirlpool – Activities done – I have contacted/interacted with the brand online on social media, by demographics, January 2014

Figure 100: Whirlpool – Activities done – I follow/like the brand on social media because, by demographics, January 2014

Figure 101: Whirlpool – Activities done – I have researched the brand on social media to, by demographics, January 2014

Figure 102: General Electric – Activities done – I have looked up/talked about this brand online on social media, by demographics, January 2014

Figure 103: General Electric – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, January 2014

Figure 104: General Electric – Activities done – I follow/like the brand on social media because, by demographics, January 2014

Figure 105: General Electric – Activities done – I have researched the brand on social media to, by demographics, January 2014

Figure 106: LG – Activities done – I have looked up/talked about this brand online on social media, by demographics, January 2014

Figure 107: LG – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, January 2014

Figure 108: LG – Activities done – I follow/like the brand on social media because, by demographics, January 2014

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Figure 109: LG – Activities done – I have researched the brand on social media to, by demographics, January 2014

Figure 110: Samsung – Activities done – I have looked up/talked about this brand online on social media, by demographics, January 2014

Figure 111: Samsung – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, January 2014

Figure 112: Samsung – Activities done – I have researched the brand on social media to, by demographics, January 2014

Appendix – Trade Association

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