

## Major Household Appliances - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Innovation in the category has led to sales momentum in major household appliances. Mid-range brands have the highest current ownership among respondents, while higher-end brands have elevated ownership among young adults and higher earners. Opportunities to drive sales growth are possible through improvements to energy efficiency and productivity features."

**- Stephen Brown, Research Analyst**

This report looks at the following areas:

- Decline in households with children can dampen spending on new appliances
- Low interest in major appliances with connectivity features

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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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Home improvement market drives spending on major appliances  
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## The Consumer – What You Need to Know

- Cooking appliances lead ownership, while laundry drives purchase
- Mid-range appliance brands lead ownership with comprehensive lines
- Appliance breakdowns is top reason for new purchase
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- Appliance maintenance attitudes differ by experience in ownership
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In their words:

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