



**Euromonitor  
International**

# Whirlpool Corp in Consumer Appliances

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## INTRODUCTION

Scope

Executive Summary

## STATE OF PLAY

Following a correction in sales in 2022, moderate growth is projected in the forecast period

Manufacturers target the premium consumer to drive growth over the forecast period

Top companies at a glance

Whirlpool Corp's global footprint

Whirlpool's primary presence remains in the major appliances space in North America

Declines in volume sales offset by increased prices, driving positive sales growth

## EXPOSURE TO FUTURE GROWTH

Opportunities for growth are primarily concentrated in the US

## COMPETITIVE POSITIONING

Whirlpool Corp's share experiences headwinds from pandemic-induced supply chain issues

In the highly mature major appliances space, a few players fight to retain market position

While Whirlpool has experienced share declines, the firm retains leads in key markets

North America is key for total sales, but the brand has higher positioning in Latin America

## MAJOR APPLIANCES

Whirlpool Corp homes in on the Americas after challenges in the EMEA region

While the top category varies by country, home laundry has strong presence in every region

The greatest opportunity for growth is in fridge freezers in several markets

Whirlpool Corp folds business in EMEA after struggling to find footing in the region

## SMALL APPLIANCES

Whirlpool small appliances sales are highly concentrated in North America region

Food preparation is the top category overall and air treatment dominates in warmer climates

Changing climate conditions drive air treatment products demand in less mature markets

Whirlpool Corp highlights KitchenAid mixer's multifunctionality to expand consumer appeal

## KEY FINDINGS

Key Findings

## APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

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