



**Euromonitor
International**

Major Appliances in Western Europe

March 2023

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Declines, followed by stagnation, expected in the forecast period

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Spain adds the most new sales over 2017-2022

Post-pandemic slowdown seen across the region

Appliances and electronics specialists still the leading distribution channel

E-commerce makes strong gains during the pandemic

LEADING COMPANIES AND BRANDS

High levels of concentration among the top five players in Western European markets

Haier gains share in Western Europe over 2017-2022

Biggest sales shares for BSH, Arçelik and Miele in their home markets

Candy moves up the rankings over 2017-2022

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