



Where Consumers Shop for Appliances

August 2023

Table of Contents

INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

Consumer appliances see a fall in sales in 2022

Growth in major appliances in emerging markets

Pandemic slowed down strong historic growth in Asia Pacific

CHANNEL SHIFTS

Retail offline remains important despite rapid e-commerce growth

Retail e-commerce continues its momentum despite relaxation of movement restrictions

Small appliances contribute most to the shift towards e-commerce

STORE-BASED CHANNELS

Electronics and appliances specialist remains the preferred channel

Lower and middle income households are crucial for retail offline

Retail e-commerce now offers similar or better benefits to physical stores

China's zero-COVID policy affected company rankings in the latter part of the review period

Home products specialists perform better in developed regions

One-stop shop solution is key in driving growth

Private label struggles again after the pandemic

NON-STORE CHANNELS

E-commerce growth stabilises after the pandemic

Small appliances to continue driving e-commerce growth

China's e-commerce platforms continue to hold a strong position in the market

NON-RETAIL CHANNELS

Construction channel struggled with inflation

FUTURE DEVELOPMENTS

Consumer appliances will continue to record growth over the forecast period

Key takeaways

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