



Where Consumers Shop for Consumer Appliances

April 2026

Key findings

Key facts to share

STATE OF THE INDUSTRY

Growth slows for major appliances amid housing headwinds

Small appliances experiencing a slow-burn recovery globally

Microwaves and dishwashers lead growth; Asia Pacific gains momentum

Vacuum cleaners surge, while the US leads per capita demand

Asia Pacific leads in size in major appliances, while emerging regions drive growth

Beauty boom and vacuums innovate in small appliances; kitchen categories plateau

Retail e-commerce grows at a faster pace, but retail offline continues to dominate

OFFLINE RETAIL

Expertise still matters most for big-ticket items

Price sensitivity boosts discounters and warehouse clubs in offline appliances retail

Appliances and electronics specialists resilient but under pressure

Sathya Agencies leverages omnichannel and underserved smaller cities in India

RETAIL E-COMMERCE

E-commerce becoming the default as hybrid purchasing growing

Asia Pacific mature in e-commerce growth, while emerging markets accelerate

Uneven channel transformation across categories and regions

The changing routes to purchase reflected in global retail e-commerce rankings

Allegro grows to regional power after acquiring legacy appliances e-tailers

CONCLUSION

Blurring lines between offline and online continues

Recommendations and how to win in consumer appliances

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