



Passport

Large Cooking Appliances in the US

Euromonitor International

December 2021

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LARGE COOKING APPLIANCES IN THE US - CATEGORY ANALYSIS

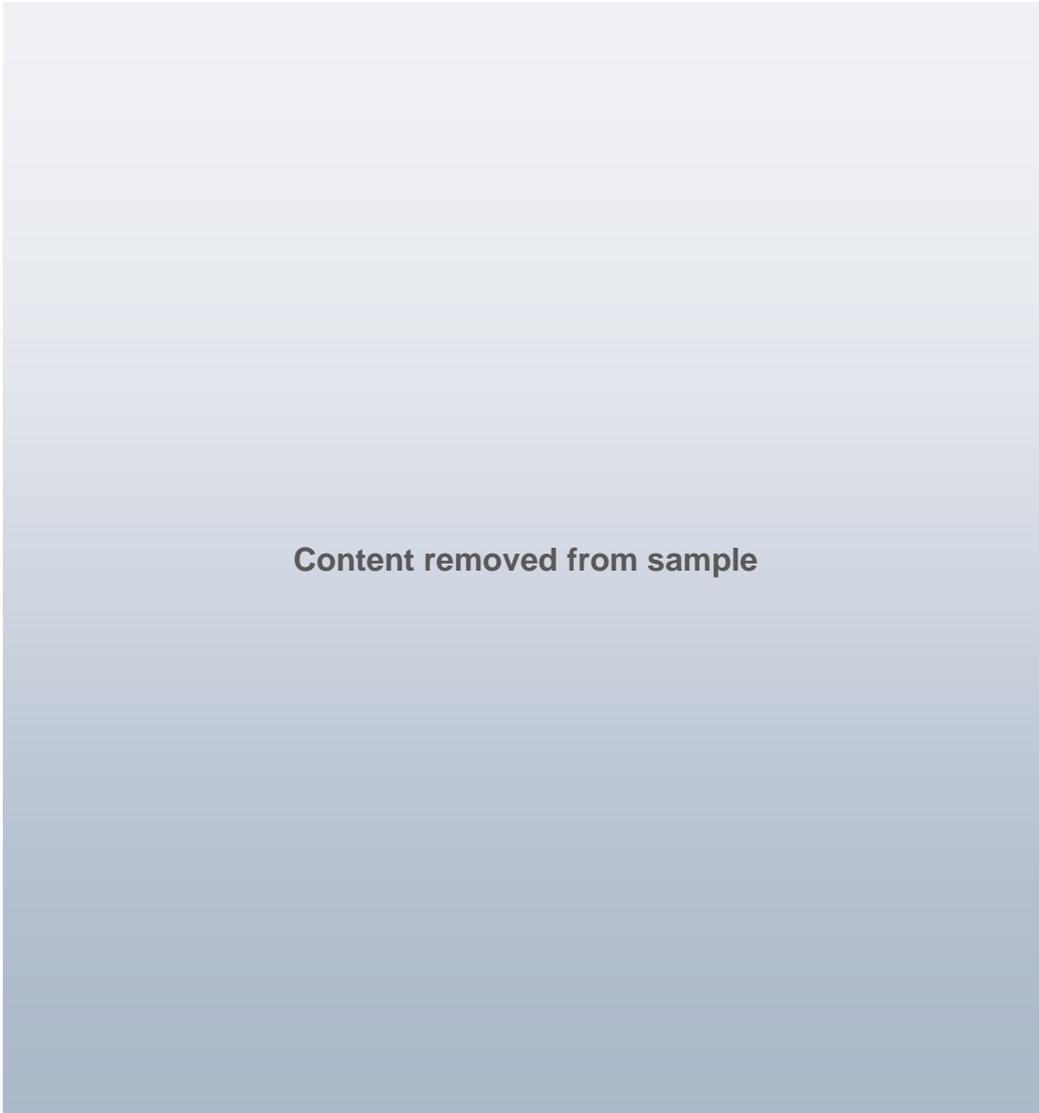
KEY DATA FINDINGS

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2021 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES



CATEGORY DATA

Table 1 Sales of Large Cooking Appliances by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
- Freestanding Large Cooking Appliances	Data removed from sample					
- Built-in Hobs						
- Built-in Large Cooking Appliances						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						

- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Large Cooking Appliances by Category: Value 2016-2021

USD million

	2016	2017	2018	2019	2020	2021
- Freestanding Large Cooking Appliances	Data removed from sample					
- Built-in Hobs						
- Built-in Large Cooking Appliances						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						
Large Cooking Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Large Cooking Appliances by Category: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
- Freestanding Large Cooking Appliances	Data removed from sample		
- Built-in Hobs			
- Built-in Large Cooking Appliances			
- Ovens			
- Cooker Hoods			
-- Built-in Cooker Hoods			
-- Freestanding Cooker Hoods			
- Cookers			
- Range Cookers			
Large Cooking Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Large Cooking Appliances by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
- Freestanding Large Cooking Appliances	Data removed from sample		
- Built-in Hobs			
- Built-in Large Cooking Appliances			

- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Built-in Hobs by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Gas	Data removed from sample					
Induction						
Mixed						
Standard Electric						
Vitroceraamic						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Ovens by Connected Appliances: % Volume 2017-2021

% retail volume	2017	2018	2019	2020	2021
Connected	Data removed from sample				
Non-Connected					
Total					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 NBO Company Shares of Large Cooking Appliances: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
Data removed from sample					

Others
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 LBN Brand Shares of Large Cooking Appliances: % Volume 2018-2021

% retail volume Brand (GBO)	Company (NBO)	2018	2019	2020	2021
--------------------------------	---------------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 NBO Company Shares of Built-in Hobs: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Ovens: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Cooker Hoods: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 NBO Company Shares of Built-in Cooker Hoods: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 NBO Company Shares of Cookers: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 NBO Company Shares of Range Cookers: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Distribution of Large Cooking Appliances by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
- Non-Grocery Specialists						
-- Electronics and Appliance Specialist Retailers						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Drugstores/parapharmacies						
--- Vitamins and Dietary Supplements Specialist Retailers						
-- Home and Garden Specialist Retailers						
-- Other Non-Grocery Specialists						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
Non-retail channels						
- Builders Merchants						
- Construction						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 17 Production of Large Cooking Appliances: Total Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
Large Cooking Appliances – Production	Data removed from sample					

Source: Euromonitor International from trade sources/national statistics
 Note: '-' indicates data not available

Table 18 Forecast Sales of Large Cooking Appliances by Category: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
- Freestanding Large Cooking Appliances	Data removed from sample					
- Built-in Hobs						
- Built-in Large Cooking Appliances						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						
Large Cooking Appliances						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 19 Forecast Sales of Large Cooking Appliances by Category: Value 2021-2026

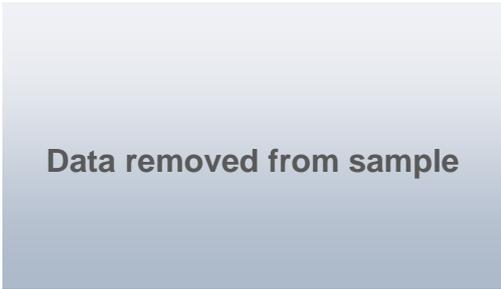
USD million	2021	2022	2023	2024	2025	2026
- Freestanding Large Cooking Appliances	Data removed from sample					
- Built-in Hobs						
- Built-in Large Cooking Appliances						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						
Large Cooking Appliances						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 20 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total

- Freestanding Large Cooking Appliances
 - Built-in Hobs
 - Built-in Large Cooking Appliances
 - Ovens
 - Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
 - Cookers
 - Range Cookers
- Large Cooking Appliances



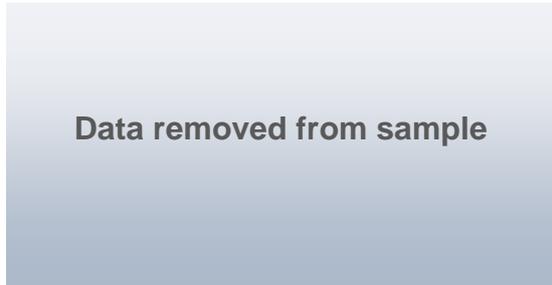
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Freestanding Large Cooking Appliances
 - Built-in Hobs
 - Built-in Large Cooking Appliances
 - Ovens
 - Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
 - Cookers
 - Range Cookers
- Large Cooking Appliances

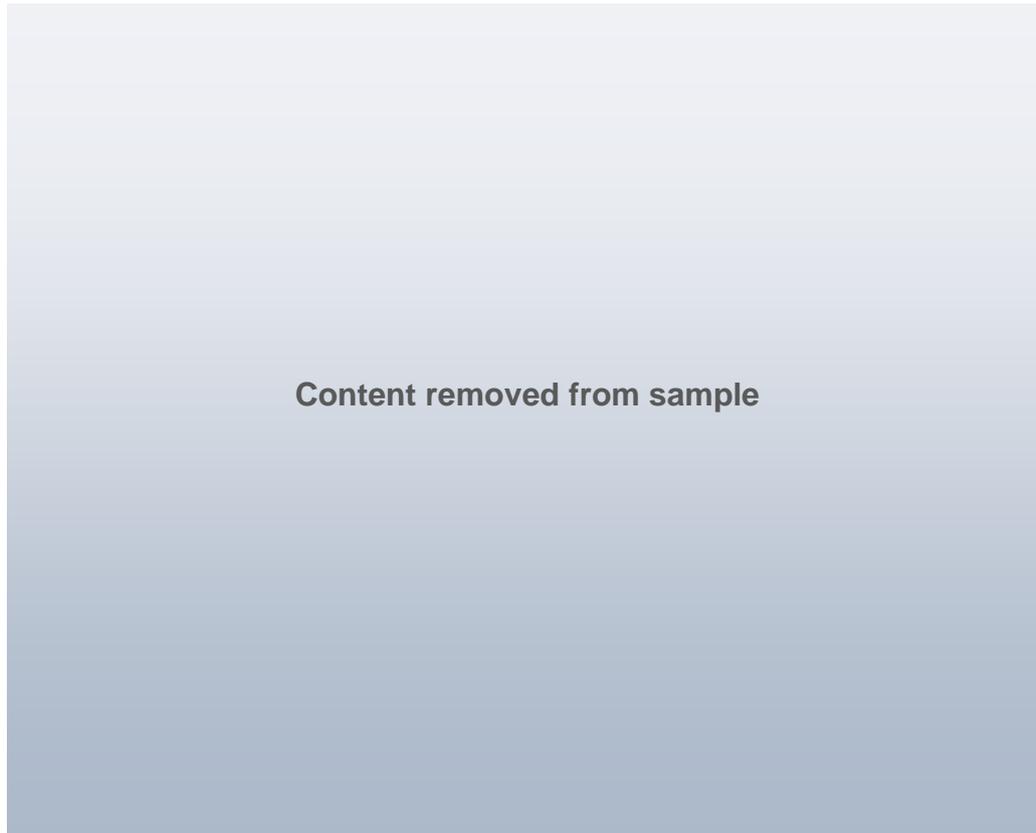


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

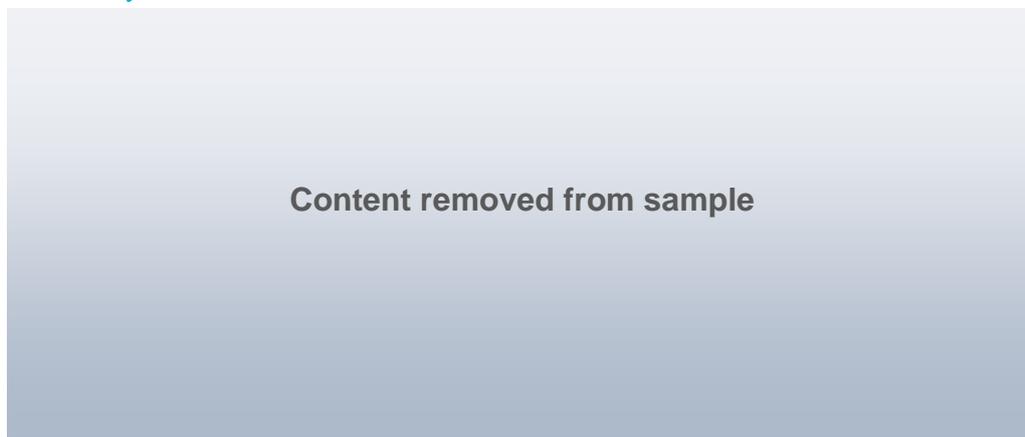
CONSUMER APPLIANCES IN THE US - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Consumer appliances in 2021: The big picture



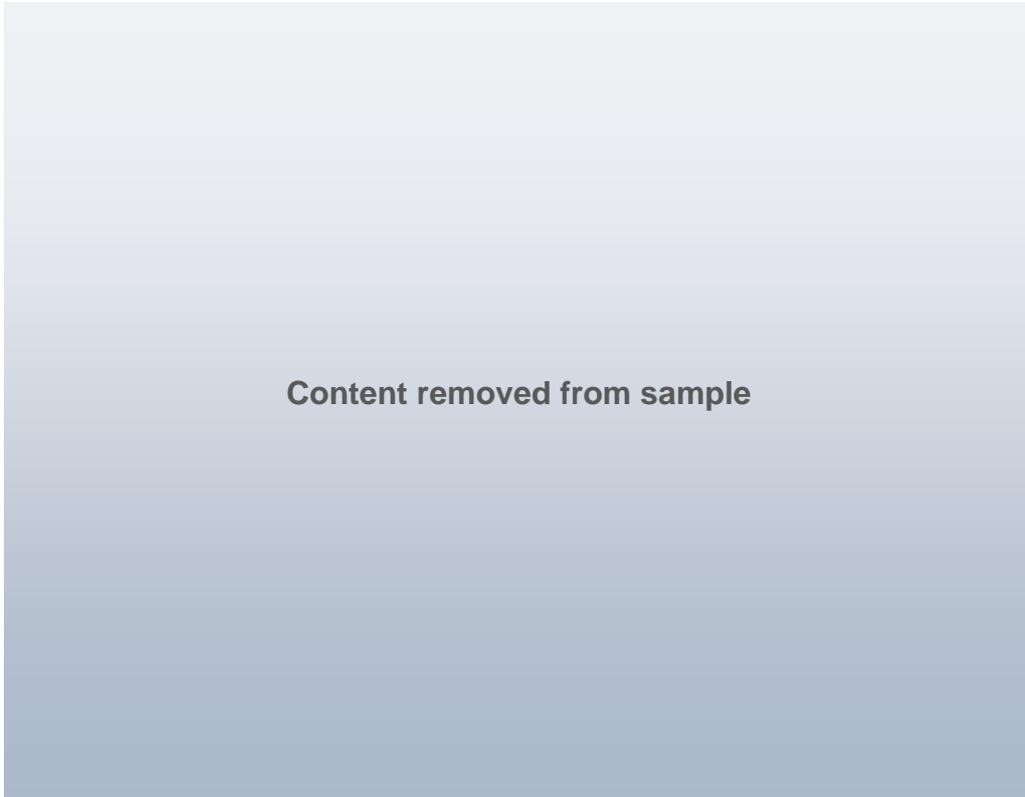
2021 key trends



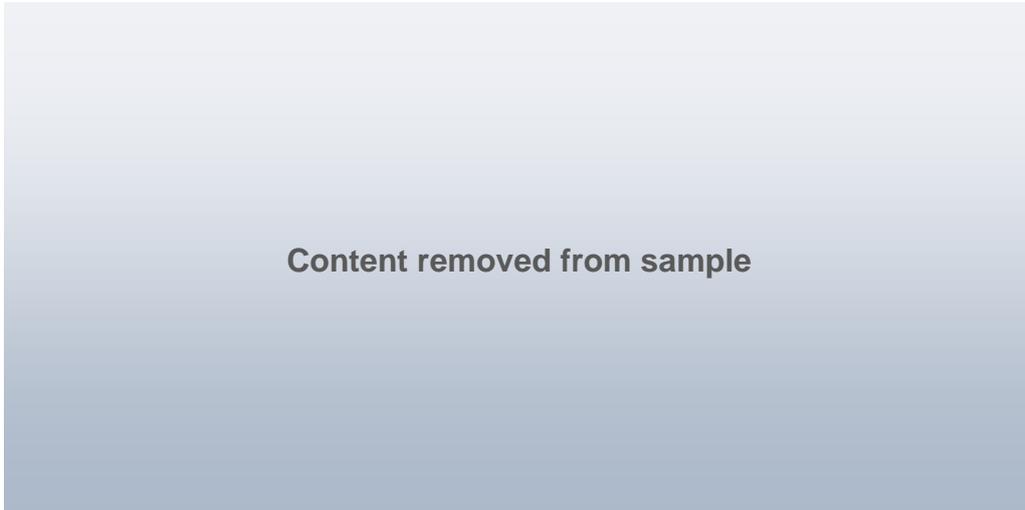
Competitive landscape



Retailing developments



What next for consumer appliances?



MARKET INDICATORS

Table 22 Household Penetration of Selected Total Stock Consumer Appliances by Category 2016-2021

% households	2016	2017	2018	2019	2020	2021
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Semi-Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						
Split Air Conditioners						
Window Air Conditioners						
Cooling Fans						
Food Preparation Appliances						
Heating Appliances						
Irons						
Body Shavers						
Hair Care Appliances						
Oral Care Appliances						

Coffee Machines
 Freestanding Hobs
 Cylinder Vacuum Cleaners
 Handheld Vacuum Cleaners
 Stick Vacuum Cleaners
 Upright Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 23 Replacement Cycles of Consumer Appliances by Category 2016-2021

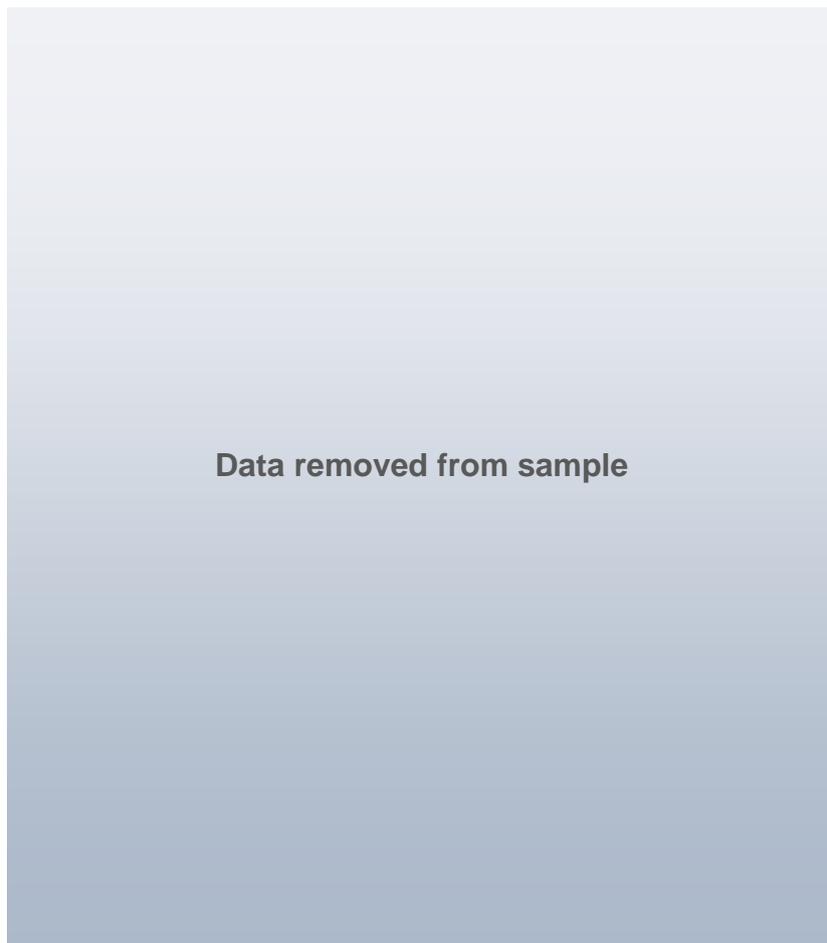
Replacement cycles - years	2016	2017	2018	2019	2020	2021
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						
Split Air Conditioners						
Window Air Conditioners						
Cooling Fans						
Food Preparation Appliances						
Heating Appliances						
Irons						
Body Shavers						
Hair Care Appliances						
Oral Care Appliances						
Coffee Machines						
Freestanding Hobs						
Cylinder Vacuum Cleaners						
Handheld Vacuum Cleaners						
Stick Vacuum Cleaners						
Upright Vacuum Cleaners						

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 24 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2021-2026

% households	2021	2022	2023	2024	2025	2026
Dishwashers	Data removed from sample					
Automatic Dryers						

- Automatic Washer Dryers
- Automatic Washing Machines
- Semi-Automatic Washing Machines
- Built-in Hobs
- Ovens
- Cooker Hoods
- Cookers
- Range Cookers
- Microwaves
- Electric Wine Coolers/ Chillers
- Freezers
- Fridge Freezers
- Fridges
- Portable Room Air Conditioners
- Split Air Conditioners
- Window Air Conditioners
- Cooling Fans
- Food Preparation Appliances
- Heating Appliances
- Irons
- Body Shavers
- Hair Care Appliances
- Oral Care Appliances
- Coffee Machines
- Freestanding Hobs
- Cylinder Vacuum Cleaners
- Handheld Vacuum Cleaners
- Stick Vacuum Cleaners
- Upright Vacuum Cleaners



Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 25 Forecast Replacement Cycles of Consumer Appliances by Category 2021-2026

Replacement cycles - years	2021	2022	2023	2024	2025	2026
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						

Split Air Conditioners
 Window Air Conditioners
 Cooling Fans
 Food Preparation Appliances
 Heating Appliances
 Irons
 Body Shavers
 Hair Care Appliances
 Oral Care Appliances
 Coffee Machines
 Freestanding Hobs
 Cylinder Vacuum Cleaners
 Handheld Vacuum Cleaners
 Stick Vacuum Cleaners
 Upright Vacuum Cleaners



Source: Euromonitor International from official statistics, trade associations, trade interviews

MARKET DATA

Table 26 Sales of Consumer Appliances by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
Major Appliances	Data removed from sample					
Small Appliances						
Consumer Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Sales of Consumer Appliances by Category: Value 2016-2021

USD million	2016	2017	2018	2019	2020	2021
Major Appliances	Data removed from sample					
Small Appliances						
Consumer Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Sales of Consumer Appliances by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total
Major Appliances	Data removed from sample		
Small Appliances			
Consumer Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 29 Sales of Consumer Appliances by Category: % Value Growth 2016-2021

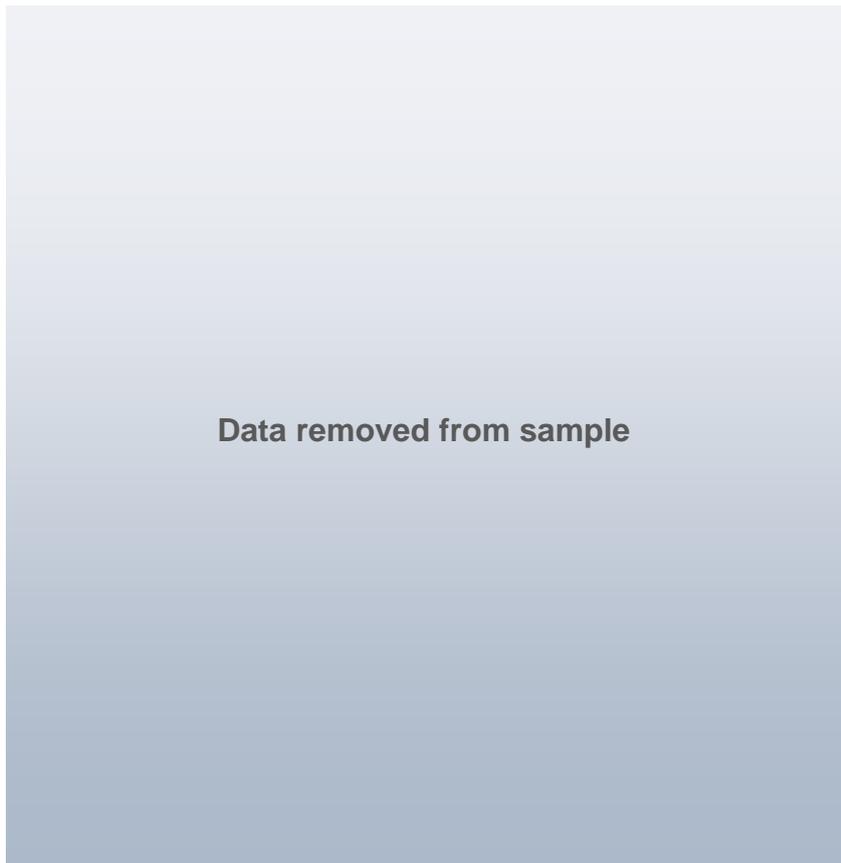
% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Major Appliances	Data removed from sample		
Small Appliances			
Consumer Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
- Built-in Dishwashers	Data removed from sample					
- Freestanding Dishwashers						
- Dishwashers						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing Machines						
-- Built-in Automatic Washing Machines						
-- Freestanding Automatic Washing Machines						
- Semi-Automatic Washing Machines						
Home Laundry Appliances						
- Freestanding Large Cooking Appliances						
- Built-in Large Cooking Appliances						
- Built-in Hobs						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						

- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in
- Refrigeration Appliances
- Freestanding
- Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

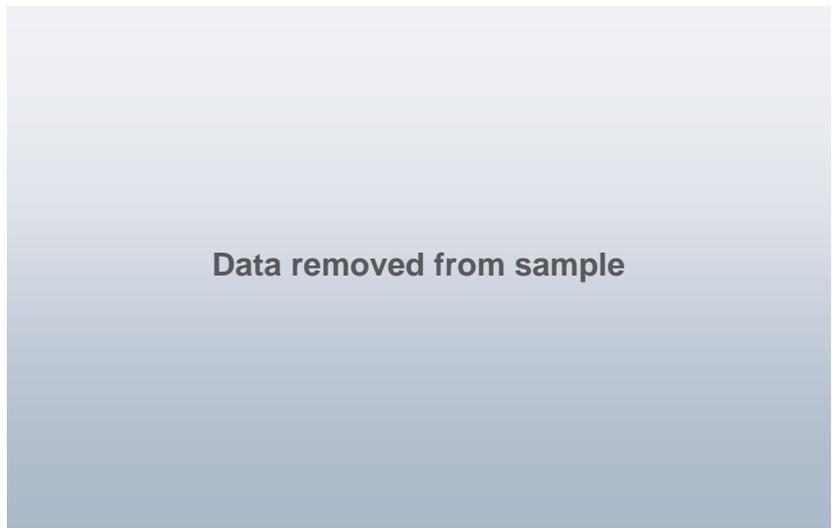


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2016-2021

USD million

	2016	2017	2018	2019	2020	2021
- Built-in Dishwashers						
- Freestanding Dishwashers						
Dishwashers						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing						



- Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/ Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/ Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

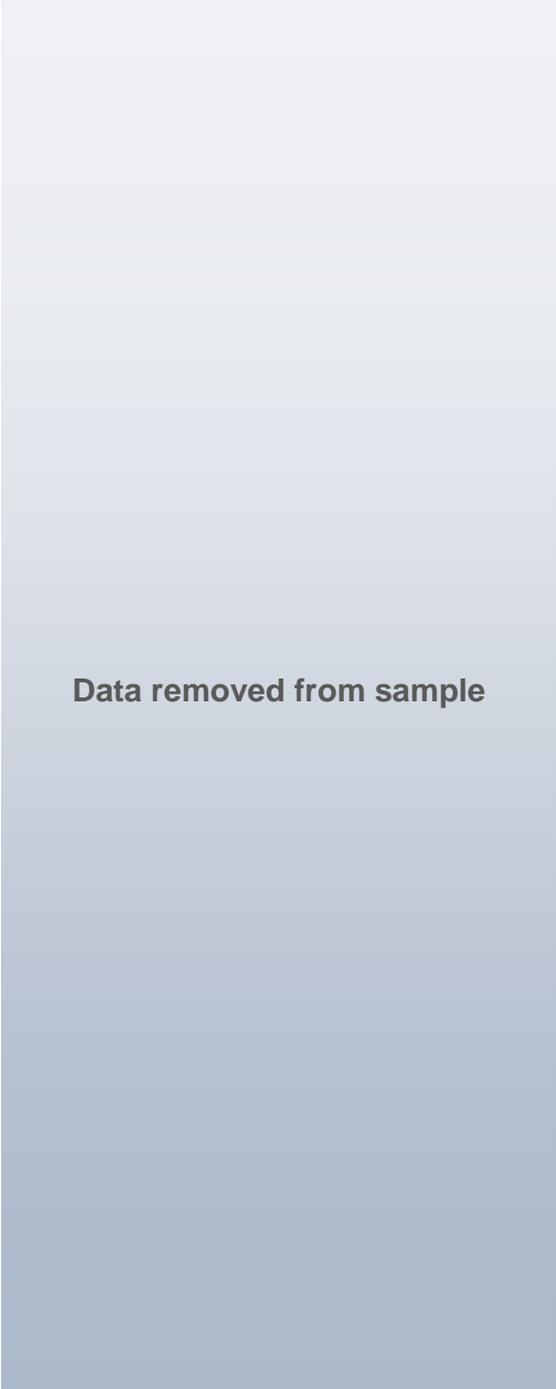
Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 32 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
- Built-in Dishwashers			
- Freestanding Dishwashers			
Dishwashers			
- Built-in Home Laundry Appliances			
- Freestanding Home Laundry Appliances			
- Automatic Dryers			
-- Built-in Automatic Dryers			
-- Freestanding Automatic Dryers			
- Automatic Washer Dryers			
-- Built-in Automatic Washer Dryers			
-- Freestanding Automatic Washer Dryers			
- Automatic Washing Machines			
-- Built-in Automatic Washing Machines			
-- Freestanding Automatic Washing Machines			
- Semi-Automatic Washing Machines			
Home Laundry Appliances			
- Freestanding Large Cooking Appliances			
- Built-in Large Cooking Appliances			
- Built-in Hobs			
- Ovens			
- Cooker Hoods			
-- Built-in Cooker Hoods			
-- Freestanding Cooker Hoods			
- Cookers			
- Range Cookers			
Large Cooking Appliances			
- Built-in Microwaves			
- Freestanding Microwaves			
Microwaves			
- Built-in Refrigeration Appliances			
- Freestanding Refrigeration Appliances			
- Electric Wine Coolers/Chillers			
-- Built-in Electric Wine Coolers/Chillers			
-- Freestanding Electric Wine Coolers/Chillers			
- Freezers			
-- Built-in Freezers			
-- Freestanding Freezers			
- Fridge Freezers			
-- Built-in Fridge Freezers			
-- Freestanding Fridge Freezers			
- Fridges			
-- Built-in Fridges			
-- Freestanding Fridges			
Refrigeration Appliances			
Built-In Major Appliances			
Freestanding Major Appliances			
Major Appliances			

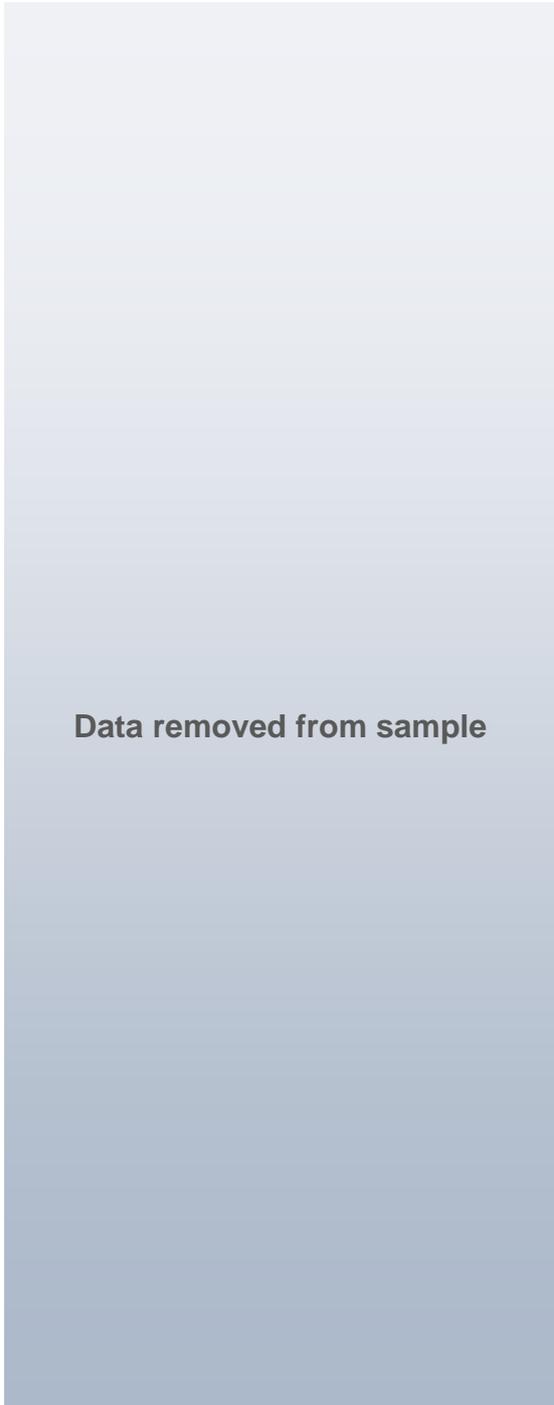


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 33 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
- Built-in Dishwashers			
- Freestanding Dishwashers			
Dishwashers			
- Built-in Home Laundry Appliances			
- Freestanding Home Laundry Appliances			
- Automatic Dryers			
-- Built-in Automatic Dryers			
-- Freestanding Automatic Dryers			
- Automatic Washer Dryers			
-- Built-in Automatic Washer Dryers			
-- Freestanding Automatic Washer Dryers			
- Automatic Washing Machines			
-- Built-in Automatic Washing Machines			
-- Freestanding Automatic Washing Machines			
- Semi-Automatic Washing Machines			
Home Laundry Appliances			
- Freestanding Large Cooking Appliances			
- Built-in Large Cooking Appliances			
- Built-in Hobs			
- Ovens			
- Cooker Hoods			
-- Built-in Cooker Hoods			
-- Freestanding Cooker Hoods			
- Cookers			
- Range Cookers			
Large Cooking Appliances			
- Built-in Microwaves			
- Freestanding Microwaves			
Microwaves			
- Built-in Refrigeration Appliances			
- Freestanding Refrigeration Appliances			
- Electric Wine Coolers/Chillers			
-- Built-in Electric Wine Coolers/Chillers			
-- Freestanding Electric Wine Coolers/Chillers			
- Freezers			
-- Built-in Freezers			
-- Freestanding Freezers			
- Fridge Freezers			
-- Built-in Fridge Freezers			
-- Freestanding Fridge Freezers			
- Fridges			
-- Built-in Fridges			
-- Freestanding Fridges			
Refrigeration Appliances			
Built-In Major Appliances			
Freestanding Major Appliances			
Major Appliances			

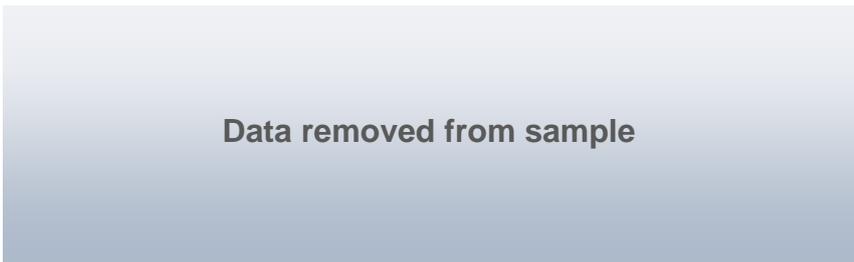


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 34 Sales of Small Appliances by Category: Volume 2016-2021

'000 units	2016	2017	2018	2019	2020	2021
------------	------	------	------	------	------	------

Air Treatment Products
 Food Preparation Appliances
 Heating Appliances
 Irons
 Personal Care Appliances
 Small Cooking Appliances
 Vacuum Cleaners
 Small Appliances



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 35 Sales of Small Appliances by Category: Value 2016-2021

USD million	2016	2017	2018	2019	2020	2021
Air Treatment Products	Data removed from sample					
Food Preparation Appliances						
Heating Appliances						
Irons						
Personal Care Appliances						
Small Cooking Appliances						
Vacuum Cleaners						
Small Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 36 Sales of Small Appliances by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total
Air Treatment Products	Data removed from sample		
Food Preparation Appliances			
Heating Appliances			
Irons			
Personal Care Appliances			
Small Cooking Appliances			
Vacuum Cleaners			
Small Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 37 Sales of Small Appliances by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Air Treatment Products	Data removed from sample		
Food Preparation Appliances			
Heating Appliances			
Irons			

Personal Care Appliances
 Small Cooking Appliances
 Vacuum Cleaners
 Small Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 38 NBO Company Shares of Major Appliances: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 39 LBN Brand Shares of Major Appliances: % Volume 2018-2021

% retail volume Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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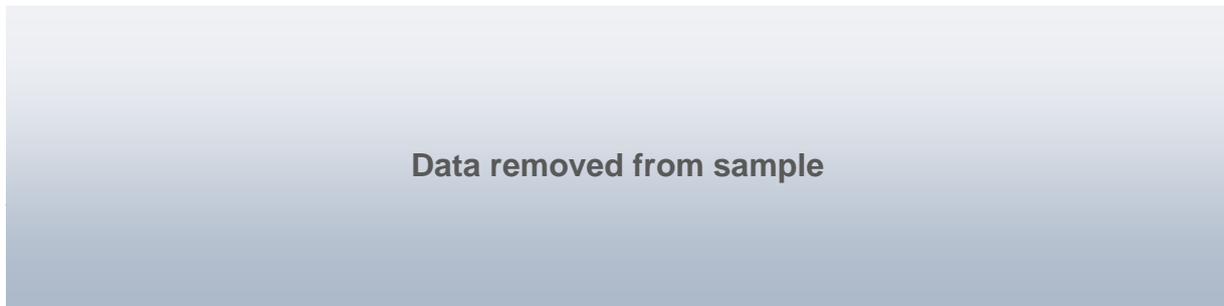
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 40 NBO Company Shares of Small Appliances: % Volume 2017-2021

% retail volume Company	2017	2018	2019	2020	2021
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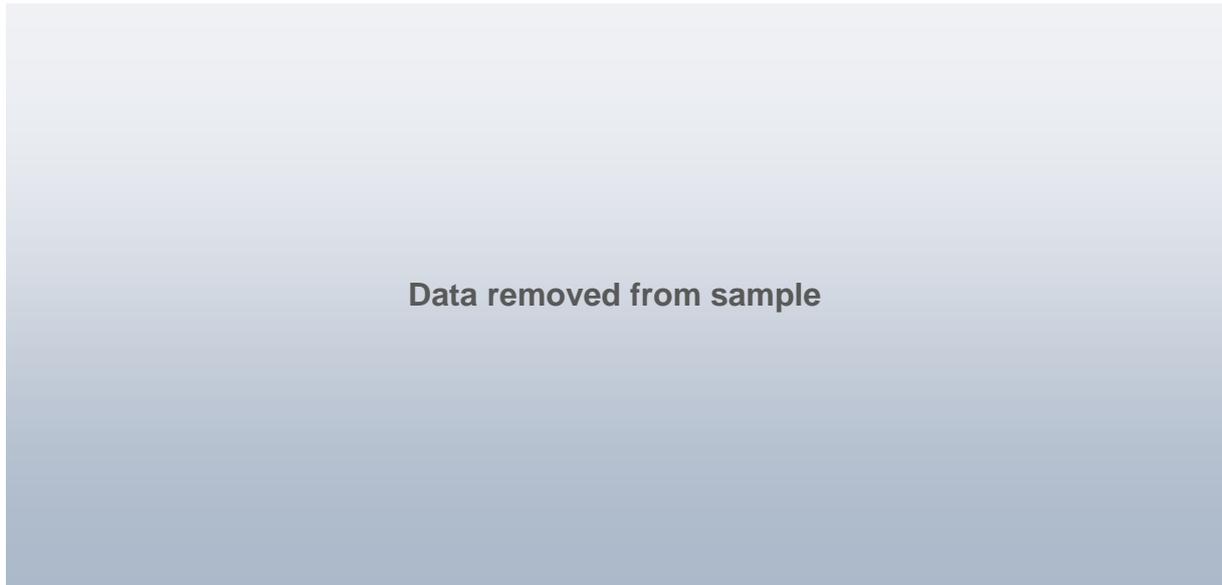


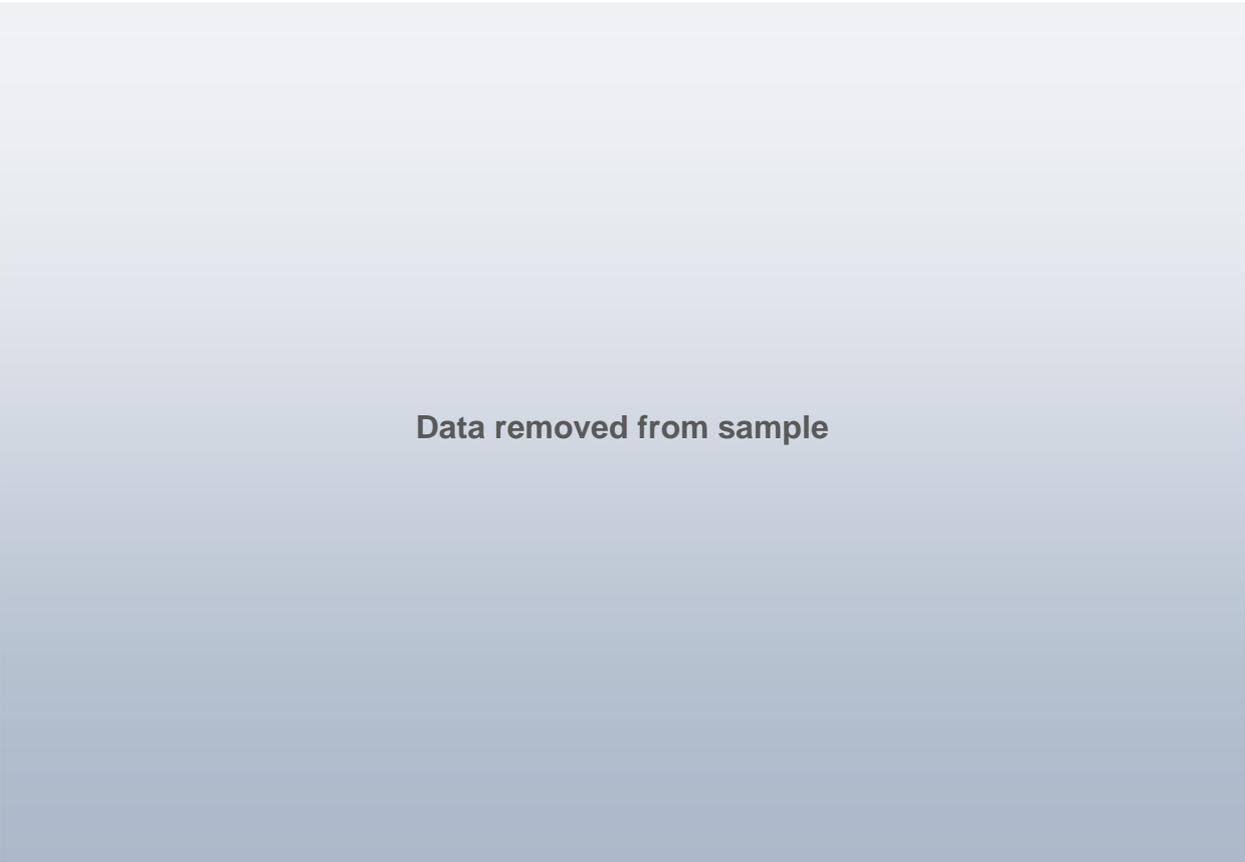


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 41 LBN Brand Shares of Small Appliances: % Volume 2018-2021

% retail volume Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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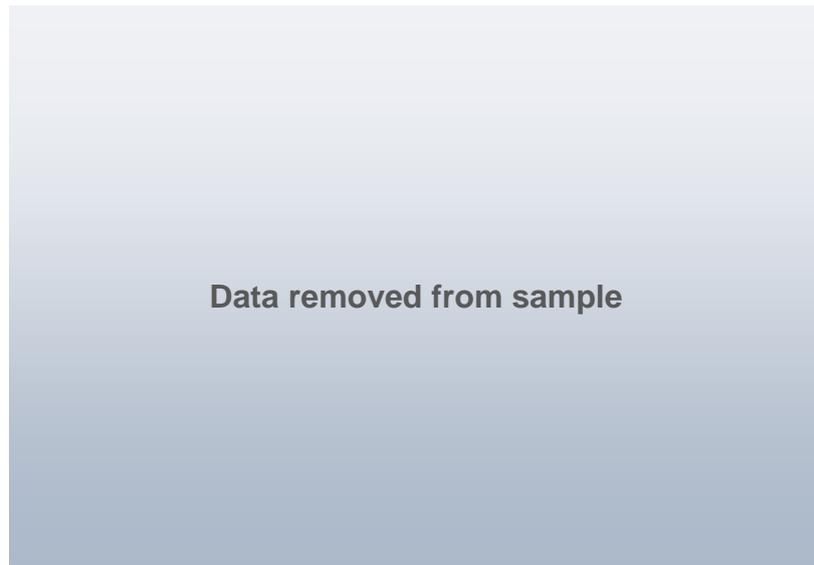


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 42 Distribution of Major Appliances by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
- Non-Grocery Specialists						
-- Electronics and Appliance Specialist Retailers						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Drugstores/parapharmacies						

- Vitamins and Dietary Supplements Specialist Retailers
- Home and Garden Specialist Retailers
- Other Non-Grocery Specialists
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-retail channels
- Builders Merchants
- Construction
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Note: Others includes sales from door to door selling, warehouse clubs etc

Table 43 Distribution of Small Appliances by Format: % Volume 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
- Non-Grocery Specialists						
-- Electronics and Appliance Specialist Retailers						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Drugstores/parapharmacies						
--- Vitamins and Dietary Supplements Specialist Retailers						
-- Home and Garden Specialist Retailers						
-- Other Non-Grocery Specialists						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						

- Variety Stores
- Warehouse Clubs
- Non-retail channels
- Builders Merchants
- Construction
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Note: Others includes sales from door to door selling, warehouse clubs etc

Table 44 Forecast Sales of Consumer Appliances by Category: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
Major Appliances	Data removed from sample					
Small Appliances						
Consumer Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 45 Forecast Sales of Consumer Appliances by Category: Value 2021-2026

USD million	2021	2022	2023	2024	2025	2026
Major Appliances	Data removed from sample					
Small Appliances						
Consumer Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 46 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Major Appliances	Data removed from sample		
Small Appliances			
Consumer Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 47 Forecast Sales of Consumer Appliances by Category: % Value Growth 2021-2026

% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Major Appliances	Data removed from sample		
Small Appliances			
Consumer Appliances			

Major Appliances
 Small Appliances
 Consumer Appliances

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 48 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
- Built-in Dishwashers	Data removed from sample					
- Freestanding Dishwashers						
- Dishwashers						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing Machines						
-- Built-in Automatic Washing Machines						
-- Freestanding Automatic Washing Machines						
- Semi-Automatic Washing Machines						
Home Laundry Appliances						
- Freestanding Large Cooking Appliances						
- Built-in Large Cooking Appliances						
- Built-in Hobs						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						
Large Cooking Appliances						
- Built-in Microwaves						
- Freestanding Microwaves						
Microwaves						
- Built-in Refrigeration Appliances						

- Freestanding Refrigeration Appliances
- Electric Wine Coolers/ Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/ Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances

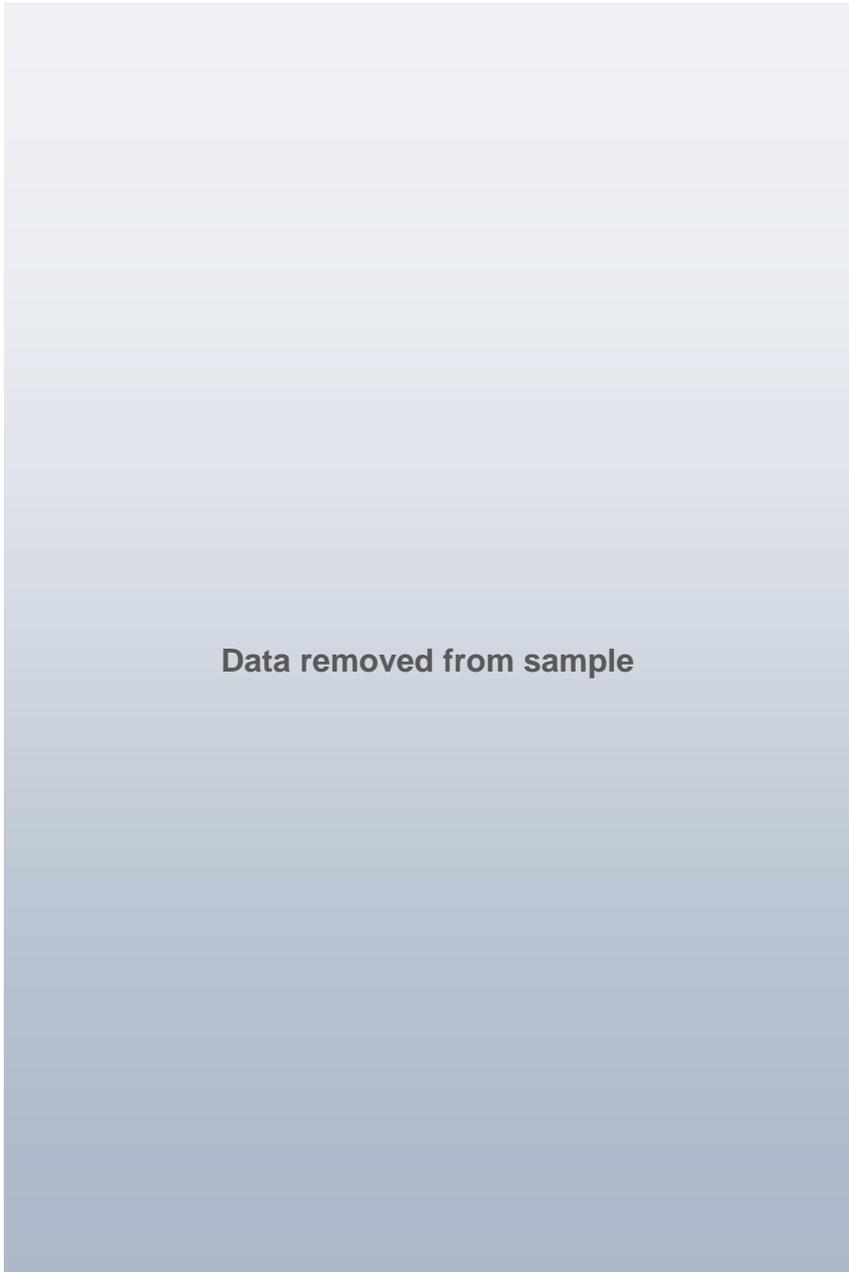


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 49 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2021-2026

USD million	2021	2022	2023	2024	2025	2026
- Built-in Dishwashers	Data removed from sample					
- Freestanding Dishwashers						
Dishwashers						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing Machines						
-- Built-in Automatic Washing Machines						
-- Freestanding Automatic Washing Machines						

- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/ Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/ Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances



Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 50 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2021-2026

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

- Built-in Dishwashers
- Freestanding Dishwashers
- Dishwashers
- Built-in Home Laundry Appliances



Data removed from sample

- Freestanding Home Laundry Appliances
- Automatic Dryers
- Built-in Automatic Dryers
- Freestanding Automatic Dryers
- Automatic Washer Dryers
- Built-in Automatic Washer Dryers
- Freestanding Automatic Washer Dryers
- Automatic Washing Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 51 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2021-2026

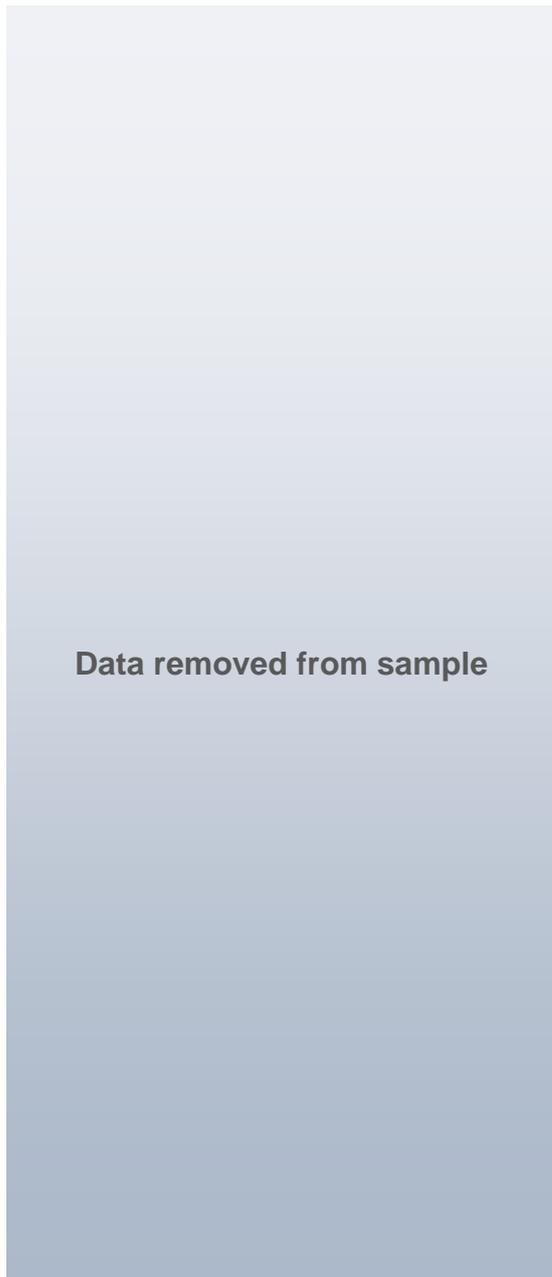
% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Built-in Dishwashers
- Freestanding Dishwashers
- Dishwashers
- Built-in Home Laundry Appliances



- Freestanding Home Laundry Appliances
- Automatic Dryers
- Built-in Automatic Dryers
- Freestanding Automatic Dryers
- Automatic Washer Dryers
- Built-in Automatic Washer Dryers
- Freestanding Automatic Washer Dryers
- Automatic Washing Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Home Laundry Appliances
- Freestanding Large Cooking Appliances
- Built-in Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Large Cooking Appliances
- Built-in Microwaves
- Freestanding Microwaves
- Microwaves
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges
- Refrigeration Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Major Appliances



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 52 Forecast Sales of Small Appliances by Category: Volume 2021-2026

'000 units	2021	2022	2023	2024	2025	2026
Air Treatment Products	Data removed from sample					
Food Preparation Appliances						
Heating Appliances						
Irons						

Personal Care Appliances
 Small Cooking Appliances
 Vacuum Cleaners
 Small Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 53 Forecast Sales of Small Appliances by Category: Value 2021-2026

USD million

	2021	2022	2023	2024	2025	2026
Air Treatment Products	Data removed from sample					
Food Preparation Appliances						
Heating Appliances						
Irons						
Personal Care Appliances						
Small Cooking Appliances						
Vacuum Cleaners						
Small Appliances						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 54 Forecast Sales of Small Appliances by Category: % Volume Growth 2021-2026

% volume growth

	2021/22	2021-26 CAGR	2021/26 Total
Air Treatment Products	Data removed from sample		
Food Preparation Appliances			
Heating Appliances			
Irons			
Personal Care Appliances			
Small Cooking Appliances			
Vacuum Cleaners			
Small Appliances			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 55 Forecast Sales of Small Appliances by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Air Treatment Products	Data removed from sample		
Food Preparation Appliances			
Heating Appliances			
Irons			
Personal Care Appliances			
Small Cooking Appliances			
Vacuum Cleaners			
Small Appliances			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

