

Shopping for Major Appliances - US - March 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The major appliance market has rebounded in recent years, driven by improvement in the overall economy and in the real estate and home renovation markets. Low prices remain an essential part of the major appliance shopping process, but a variety of other factors come into play as well and provide retailers with opportunities to set themselves apart."

John Owen, Senior Analyst, Household

This report looks at the following areas:

- Replacement most common motivation, but other factors represent opportunities for growth
- Remodeling continues to trend higher
- For 25-44s, trade-ups and multiple appliance purchases boost amount spent
- Personal touch: Amid wider array of info sources, salesperson still plays key role
- Beyond price: Focus on selection and service
- Omnichannel experience: Integrate in-store and online

Definition

This Report explores consumer attitudes and behaviors toward shopping for major appliances.

For the purposes of this Report, Mintel defines the major appliance market as including the following categories:

- Clothes washers
- Clothes dryers
- Refrigerators
- Freezers
- Dishwashers
- Ranges
- Ovens
- Cooktops

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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