

## Major Household Appliances - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The multibillion-dollar major household appliance market reached \$38.2 billion in 2017, and is forecast to keep growing at a steady pace through 2022."  
**Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- Retailers competing for consumer spend, online gaining ground
- Privacy and security concerns challenge smart appliances

While current growth has mainly stemmed from an overall positive economy and housing market, as well as continued category innovation, future growth could be stimulated by promoting increased efficiency and convenience. Beyond competing on price, retailers may also be able to stand out with superior services and selection, factors that are also important when choosing where to shop.

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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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