

Consumer Appliances in Australia

Market Direction | 2023-02-01 | 135 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Demand for consumer appliances started to cool in 2022 following two years of strong growth due to the pandemic and stay-at-home lifestyles. Retail volume decline was primarily caused by reduced demand for small appliances as consumers shifted their spending towards travel and other experiences outside of the home, rather than seeing a need to immediately replace newly-acquired models. As a result, many categories, particularly food preparation appliances and small cooking appliances, experience...

Euromonitor International's Consumer Appliances in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Appliances in Australia Euromonitor International February 2023

List Of Contents And Tables

CONSUMER APPLIANCES IN AUSTRALIA **EXECUTIVE SUMMARY** Consumer appliances in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for consumer appliances? MARKET INDICATORS Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022 Table 2 Replacement Cycles of Consumer Appliances by Category 2017-2022 Table 3 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027 Table 4 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027 MARKET DATA Table 5 Sales of Consumer Appliances by Category: Volume 2017-2022 Table 6 Sales of Consumer Appliances by Category: Value 2017-2022 Table 7 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022 Table 8 Sales of Consumer Appliances by Category: % Value Growth 2017-2022 Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022 Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022 Table 11 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022 Table 12 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022 Table 13 [Sales of Small Appliances by Category: Volume 2017-2022 Table 14
☐Sales of Small Appliances by Category: Value 2017-2022 Table 15
☐Sales of Small Appliances by Category: % Volume Growth 2017-2022 Table 16
☐Sales of Small Appliances by Category: % Value Growth 2017-2022 Table 17 INBO Company Shares of Major Appliances: % Volume 2018-2022 Table 18 ||LBN Brand Shares of Major Appliances: % Volume 2019-2022 Table 19 [NBO Company Shares of Small Appliances: % Volume 2018-2022 Table 20 [LBN Brand Shares of Small Appliances: % Volume 2019-2022 Table 21 □Distribution of Major Appliances by Format: % Volume 2017-2022 Table 22 Distribution of Small Appliances by Format: % Volume 2017-2022 Table 23 [Forecast Sales of Consumer Appliances by Category: Volume 2022-2027 Table 24
Forecast Sales of Consumer Appliances by Category: Value 2022-2027 Table 25 [Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027 Table 26 [Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027 Table 27 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027 Table 28 ||Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027 Table 29 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027 Table 30 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027 Table 31 [Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 32 [Forecast Sales of Small Appliances by Category: Value 2022-2027 Table 33 [Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027 Table 34 [Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027 DISCLAIMER SOURCES Summary 1 Research Sources **REFRIGERATION APPLIANCES IN AUSTRALIA KEY DATA FINDINGS** 2022 DEVELOPMENTS Slowing volume growth in 2022, while value sales are on the rise Larger capacity fridge freezers and versatility required by Australians Premiumisation inspires new product innovations PROSPECTS AND OPPORTUNITIES Leading players to compete through differentiation Electric wine coolers/chillers set to gain stronger growth momentum Energy efficiency and design are expected to become the key driving forces CATEGORY DATA Table 35 Sales of Refrigeration Appliances by Category: Volume 2017-2022 Table 36 Sales of Refrigeration Appliances by Category: Value 2017-2022 Table 37 Sales of Refrigeration Appliances by Category: % Volume Growth 2017-2022 Table 38 Sales of Refrigeration Appliances by Category: % Value Growth 2017-2022 Table 39 Sales of Freezers by Format: % Volume 2017-2022 Table 40 Sales of Freezers by Volume Capacity: % Volume 2017-2022 Table 41 Sales of Fridge Freezers by Format: % Volume 2017-2022 Table 42 Sales of Fridge Freezers by Volume Capacity: % Volume 2017-2022 Table 43 Sales of Fridge Freezers by Connected Appliances: % Volume 2018-2022 Table 44 Sales of Fridges by Volume Capacity: % Volume 2017-2022 Table 45 NBO Company Shares of Refrigeration Appliances: % Volume 2018-2022 Table 46 [LBN Brand Shares of Refrigeration Appliances: % Volume 2019-2022 Table 47 INBO Company Shares of Built-in Fridge Freezers: % Volume 2018-2022 Table 48 INBO Company Shares of Freestanding Fridge Freezers: % Volume 2018-2022 Table 49
☐NBO Company Shares of Built-in Fridges: % Volume 2018-2022 Table 50 □NBO Company Shares of Freestanding Fridges: % Volume 2018-2022 Table 51 □Distribution of Refrigeration Appliances by Format: % Volume 2017-2022 Table 52 Production of Refrigeration Appliances: Total Volume 2017-2022 Table 53 [Forecast Sales of Refrigeration Appliances by Category: Volume 2022-2027 Table 54 [Forecast Sales of Refrigeration Appliances by Category: Value 2022-2027 Table 55 [Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2022-2027 Table 56 [Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2022-2027 HOME LAUNDRY APPLIANCES IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Inflation drives double-digit value growth, while demand slows for home laundry appliances in Australia Consumers continue to focus on energy efficiency and hygiene Minimal laundry space drives up demand for automatic washer dryers PROSPECTS AND OPPORTUNITIES

Darker finishes of home laundry appliances gaining in popularity in line with interior trends

Smart home laundry appliances set to gain in popularity in Australia Local policy makers support sustainability call for energy-efficient washing machines CATEGORY DATA Table 57 Sales of Home Laundry Appliances by Category: Volume 2017-2022 Table 58 Sales of Home Laundry Appliances by Category: Value 2017-2022 Table 59 Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022 Table 60 Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022 Table 61 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022 Table 62 Sales of Automatic Washing Machines by Format: % Volume 2017-2022 Table 63 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022 Table 64 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022 Table 65 NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022 Table 66 [LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022 Table 67 Distribution of Home Laundry Appliances by Format: % Volume 2017-2022 Table 68 [Forecast Sales of Home Laundry Appliances by Category: Volume 2022-2027 Table 69 ||Forecast Sales of Home Laundry Appliances by Category: Value 2022-2027 Table 70 [Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2022-2027 Table 71 [Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2022-2027 **DISHWASHERS IN AUSTRALIA KEY DATA FINDINGS** 2022 DEVELOPMENTS Volume growth of dishwashers slows due to sluggish housing market in 2022 Noise level and energy efficiency concerns arise from long hours spent at home Heightened hygiene awareness leads to further new product development PROSPECTS AND OPPORTUNITIES Smart appliances with connected features to drive future value growth Built-in format set to gain in popularity Further retail e-commerce penetration with a focus on omnichannel experience CATEGORY DATA Table 72 Sales of Dishwashers by Category: Volume 2017-2022 Table 73 Sales of Dishwashers by Category: Value 2017-2022 Table 74 Sales of Dishwashers by Category: % Volume Growth 2017-2022 Table 75 Sales of Dishwashers by Category: % Value Growth 2017-2022 Table 76 Sales of Dishwashers by Format: % Volume 2017-2022 Table 77 Sales of Dishwashers by Connected Appliances: % Volume 2018-2022 Table 78 NBO Company Shares of Dishwashers: % Volume 2018-2022 Table 79 LBN Brand Shares of Dishwashers: % Volume 2019-2022 Table 80 Distribution of Dishwashers by Format: % Volume 2017-2022 Table 81 [Forecast Sales of Dishwashers by Category: Volume 2022-2027 Table 82 ∏Forecast Sales of Dishwashers by Category: Value 2022-2027 Table 83 [Forecast Sales of Dishwashers by Category: % Volume Growth 2022-2027 Table 84 [Forecast Sales of Dishwashers by Category: % Value Growth 2022-2027 LARGE COOKING APPLIANCES IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Sluggish housing market subdues demand for large cooking appliances in 2022 Steam ovens become prevalent with self-cleaning generating significant interest

Large cooking appliances remains fairly consolidated competitive landscape in 2022 PROSPECTS AND OPPORTUNITIES Players likely to focus on innovative design and cooking functionality Increasing competition for ovens offered by other consumer appliances Sustainability shapes the future kitchen with call for an end to gas cooking CATEGORY DATA Table 85 Sales of Large Cooking Appliances by Category: Volume 2017-2022 Table 86 Sales of Large Cooking Appliances by Category: Value 2017-2022 Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2017-2022 Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2017-2022 Table 89 Sales of Built-in Hobs by Format: % Volume 2017-2022 Table 90 Sales of Ovens by Connected Appliances: % Volume 2018-2022 Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2018-2022 Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2019-2022 Table 93 NBO Company Shares of Built-in Hobs: % Volume 2018-2022 Table 94 □NBO Company Shares of Ovens: % Volume 2018-2022 Table 95 ⊓NBO Company Shares of Cooker Hoods: % Volume 2018-2022 Table 96 [NBO Company Shares of Built-in Cooker Hoods: % Volume 2018-2022 Table 97 []NBO Company Shares of Freestanding Cooker Hoods: % Volume 2018-2022 Table 98
☐NBO Company Shares of Cookers: % Volume 2018-2022 Table 99 ∏NBO Company Shares of Range Cookers: % Volume 2018-2022 Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2017-2022 Table 101 □Production of Large Cooking Appliances: Total Volume 2017-2022 Table 102 [Forecast Sales of Large Cooking Appliances by Category: Volume 2022-2027 Table 103 [Forecast Sales of Large Cooking Appliances by Category: Value 2022-2027 Table 104 [Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2022-2027 Table 105 [Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2022-2027 MICROWAVES IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Sales of microwaves remain slow and steady Replacement rates remain dependent on multifunctionality Panasonic remains Australia's leading microwave brand PROSPECTS AND OPPORTUNITIES Ongoing demand for microwaves with built-in format continuing to expand Multifunctional microwaves set to gain further traction Integrated kitchen design set to stimulate demand CATEGORY DATA Table 106 Sales of Microwaves by Category: Volume 2017-2022 Table 107 Sales of Microwaves by Category: Value 2017-2022 Table 108 Sales of Microwaves by Category: % Volume Growth 2017-2022 Table 109 Sales of Microwaves by Category: % Value Growth 2017-2022 Table 110 Sales of Microwaves by Connected Appliances: % Volume 2018-2022 Table 111 NBO Company Shares of Microwaves: % Volume 2018-2022 Table 112 LBN Brand Shares of Microwaves: % Volume 2019-2022 Table 113 Distribution of Microwaves by Format: % Volume 2017-2022 Table 114 Forecast Sales of Microwaves by Category: Volume 2022-2027

Table 115 [Forecast Sales of Microwaves by Category: Value 2022-2027 Table 116 [Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027 Table 117 [Forecast Sales of Microwaves by Category: % Value Growth 2022-2027 FOOD PREPARATION APPLIANCES IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Strong drop in sales for food preparation appliances in 2022 Premiumisation supports value sales Online shopping for food preparation appliances is becoming increasingly popular PROSPECTS AND OPPORTUNITIES Weak performance expected over forecast period Innovation is the key to encouraging demand KitchenAid cross-category cook processors set to gain in popularity CATEGORY DATA Table 118 Sales of Food Preparation Appliances by Category: Volume 2017-2022 Table 119 Sales of Food Preparation Appliances by Category: Value 2017-2022 Table 120 Sales of Food Preparation Appliances by Category: % Volume Growth 2017-2022 Table 121 Sales of Food Preparation Appliances by Category: % Value Growth 2017-2022 Table 122 NBO Company Shares of Food Preparation Appliances: % Volume 2018-2022 Table 123 LBN Brand Shares of Food Preparation Appliances: % Volume 2019-2022 Table 124 Distribution of Food Preparation Appliances by Format: % Volume 2017-2022 Table 125 Forecast Sales of Food Preparation Appliances by Category: Volume 2022-2027 Table 126 Forecast Sales of Food Preparation Appliances by Category: Value 2022-2027 Table 127 [Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2022-2027 Table 128 [Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2022-2027 SMALL COOKING APPLIANCES IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Marginal drop in 2022, but demand for small cooking appliances remains high Espresso coffee machines remain popular in 2022 Healthy eating and promotional activity continue to support dynamic demand for light fryers PROSPECTS AND OPPORTUNITIES Consumers demand healthy cooking solutions and multifunctionality Certain small cooking appliances face fiercer competition from multifunctional options Private label to retain a notable presence CATEGORY DATA Table 129 Sales of Small Cooking Appliances by Category: Volume 2017-2022 Table 130 Sales of Small Cooking Appliances by Category: Value 2017-2022 Table 131 Sales of Small Cooking Appliances by Category: % Volume Growth 2017-2022 Table 132 Sales of Small Cooking Appliances by Category: % Value Growth 2017-2022 Table 133 Sales of Freestanding Hobs by Format: % Volume 2017-2022 Table 134 NBO Company Shares of Small Cooking Appliances: % Volume 2018-2022 Table 135 LBN Brand Shares of Small Cooking Appliances: % Volume 2019-2022 Table 136 Distribution of Small Cooking Appliances by Format: % Volume 2017-2022 Table 137 Forecast Sales of Small Cooking Appliances by Category: Volume 2022-2027 Table 138 [Forecast Sales of Small Cooking Appliances by Category: Value 2022-2027 Table 139 [Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2022-2027

Table 140 [Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2022-2027 VACUUM CLEANERS IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Demand for vacuum cleaners continues to expand with innovation driving sales Dyson retains convincing leadership of standard vacuum cleaners Robotic vacuum cleaners continues to record dynamic performance, with Ecovacs strengthening its leadership PROSPECTS AND OPPORTUNITIES Increasing focus on hygiene to drive further demand for vacuum cleaners Robotic vacuum cleaners set to further expand Filtration systems and design are trends to watch CATEGORY DATA Table 141 Sales of Vacuum Cleaners by Category: Volume 2017-2022 Table 142 Sales of Vacuum Cleaners by Category: Value 2017-2022 Table 143 Sales of Vacuum Cleaners by Category: % Volume Growth 2017-2022 Table 144 Sales of Vacuum Cleaners by Category: % Value Growth 2017-2022 Table 145 Sales of Robotic Vacuum Cleaners by Connected Appliances: % Volume 2018-2022 Table 146 NBO Company Shares of Vacuum Cleaners: % Volume 2018-2022 Table 147 LBN Brand Shares of Vacuum Cleaners: % Volume 2019-2022 Table 148 Distribution of Vacuum Cleaners by Format: % Volume 2017-2022 Table 149 Forecast Sales of Vacuum Cleaners by Category: Volume 2022-2027 Table 150 [Forecast Sales of Vacuum Cleaners by Category: Value 2022-2027 Table 151 [Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2022-2027 Table 152 [Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2022-2027 PERSONAL CARE APPLIANCES IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Double-digit current value growth but declining demand, driven by hair care appliances Premiumisation trend helps to boost value sales Remington retains overall leadership in 2022 PROSPECTS AND OPPORTUNITIES Premiumisation will continue to drive value growth within hair care appliances Demand for electric facial cleansers set to further expand A smarter future for oral care appliances CATEGORY DATA Table 153 Sales of Personal Care Appliances by Category: Volume 2017-2022 Table 154 Sales of Personal Care Appliances by Category: Value 2017-2022 Table 155 Sales of Personal Care Appliances by Category: % Volume Growth 2017-2022 Table 156 Sales of Personal Care Appliances by Category: % Value Growth 2017-2022 Table 157 Sales of Body Shavers by Format: % Volume 2017-2022 Table 158 Sales of Hair Care Appliances by Format: % Volume 2017-2022 Table 159 NBO Company Shares of Personal Care Appliances 2018-2022 Table 160 LBN Brand Shares of Personal Care Appliances 2019-2022 Table 161 Distribution of Personal Care Appliances by Format: % Volume 2017-2022 Table 162 [Forecast Sales of Personal Care Appliances by Category: Volume 2022-2027 Table 163 [Forecast Sales of Personal Care Appliances by Category: Value 2022-2027 Table 164 [Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2022-2027

Table 165 [Forecast Sales of Personal Care Appliances by Category: % Value Growth 2022-2027 AIR TREATMENT PRODUCTS IN AUSTRALIA **KEY DATA FINDINGS** 2022 DEVELOPMENTS Slowing demand for cooling due to La Nina, while dehumidifier sales soar Further dynamic growth for air purifiers, driven by new product development Increasing penetration of smart home technology PROSPECTS AND OPPORTUNITIES Portable air purifiers poised to gain traction Dyson to continue penetrating category due to leadership of dynamic air purifiers Air conditioners to include air purification technology, while connectivity will gain further traction CATEGORY DATA Table 166 Sales of Air Treatment Products by Category: Volume 2017-2022 Table 167 Sales of Air Treatment Products by Category: Value 2017-2022 Table 168 Sales of Air Treatment Products by Category: % Volume Growth 2017-2022 Table 169 Sales of Air Treatment Products by Category: % Value Growth 2017-2022 Table 170 Sales of Air Conditioners by Connected Appliances: % Volume 2018-2022 Table 171 NBO Company Shares of Air Treatment Products: % Volume 2018-2022 Table 172 LBN Brand Shares of Air Treatment Products: % Volume 2019-2022 Table 173 Distribution of Air Treatment Products by Format: % Volume 2017-2022 Table 174 Forecast Sales of Air Treatment Products by Category: Volume 2022-2027 Table 175 [Forecast Sales of Air Treatment Products by Category: Value 2022-2027 Table 176 [Forecast Sales of Air Treatment Products by Category: % Volume Growth 2022-2027

Table 177 [Forecast Sales of Air Treatment Products by Category: % Value Growth 2022-2027



Consumer Appliances in Australia

Market Direction | 2023-02-01 | 135 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License		Price
	Single User Licence		€2200.00
	Multiple User License (1 Site)		€4400.00
	Multiple User License (Global)		€6600.00
		VAT	
		Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. []** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2025-05-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com