

Consumer Appliances in Canada

Market Direction | 2024-01-04 | 116 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Consumer appliances continued to exhibit a corrective phase throughout 2023, stemming from the heightened sales witnessed during the pandemic, attributed to prolonged home isolation due to COVID-19 policies and a robust housing market. This correction was characterised by a decline in overall volume sales for major appliances, juxtaposed against relatively stagnant volume growth for small appliances. This cyclical nature of the appliances industry revealed that consumers who made appliance purch...

Euromonitor International's Consumer Appliances in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Consumer Appliances in Canada
Euromonitor International
January 2024

List Of Contents And Tables

CONSUMER APPLIANCES IN CANADA

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 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 2018-2024
Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023
Table 4 Sales of Consumer Appliances by Category: Value 2018-2023
Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 11 □Sales of Small Appliances by Category: Volume 2018-2023
Table 12 □Sales of Small Appliances by Category: Value 2018-2023
Table 13 □Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 14 □Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 15 □NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 16 □LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 17 □NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 18 □LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 19 □Distribution of Major Appliances by Format: % Volume 2018-2023
Table 20 □Distribution of Small Appliances by Format: % Volume 2018-2023
Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 29 □Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 30 □Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Refrigeration appliances amidst housing market weakness

Electric wine coolers: declining sales amidst consumer caution

Private label surge: market share growth amidst inflation

PROSPECTS AND OPPORTUNITIES

Forecasted demand for refrigeration appliances post-pandemic surge

Smart features' influence on refrigeration appliance sales

Projected decline in refrigeration appliances' usage

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 37 Sales of Freezers by Format: % Volume 2018-2023

Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 41 Sales of Fridge Freezers by Smart appliances: % Volume 2019-2023

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2018-2023

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2019-2023

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 50 □Production of Refrigeration Appliances: Total Volume 2018-2023

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in home laundry appliances for the second consecutive year

Impact of housing market trends on home laundry appliance sales

Dominance of Whirlpool in Canadian home laundry appliances

PROSPECTS AND OPPORTUNITIES

Anticipated growth of smart home laundry appliances

Rising demand for additional features aligning with lifestyles

Rising importance of energy efficiency and sustainability

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart appliances: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 62 Sales of Automatic Washing Machines by Smart appliances: % Volume 2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued decline following post-pandemic surge

Consumer prioritisation of quiet operation

Shift in dishwasher usage patterns post-pandemic

PROSPECTS AND OPPORTUNITIES

Positive growth projected despite restricted expansion

Manufacturers' enhanced preparedness for volatility

Rising interest in refurbished appliances for cost and Sustainability

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2018-2023

Table 72 Sales of Dishwashers by Category: Value 2018-2023

Table 73 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 75 Sales of Dishwashers by Format: % Volume 2018-2023

Table 76 Sales of Dishwashers by Smart appliances: % Volume 2019-2023

Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 80 Production of Dishwashers: Total Volume 2018-2023

Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

LARGE COOKING APPLIANCES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Renovation slowdown impacts large cooking appliance sales

Changes in cooking frequency impact appliance usage

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Expansion of induction built-in hob offerings

PROSPECTS AND OPPORTUNITIES

Consumer shift towards induction built-in hobs

Increased demand for cooker hoods due to air quality concerns

Customisable kitchen appliance suites to drive premium space

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 90 Sales of Ovens by Smart appliances: % Volume 2019-2023

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 94 □NBO Company Shares of Ovens: % Volume 2019-2023

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 98 □NBO Company Shares of Cookers: % Volume 2019-2023

Table 99 □NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 101 □Production of Large Cooking Appliances: Total Volume 2018-2023

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued correction from pandemic-driven sales surge

Shifting consumer habits impacting microwave usage

Growing e-commerce sales penetration

PROSPECTS AND OPPORTUNITIES

Microwaves positioned for stable growth as a kitchen staple

Rise in availability of refurbished models enhances affordability

Smart features development by brands

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2018-2023

Table 107 Sales of Microwaves by Category: Value 2018-2023

Table 108 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 109 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 110 Sales of Microwaves by Smart appliances: % Volume 2019-2023

Table 111 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 112 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 113 Distribution of Microwaves by Format: % Volume 2018-2023

Table 114 Production of Microwaves: Total Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 115 □Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 116 □Forecast Sales of Microwaves by Category: Value 2023-2028

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume growth trends remain flat amidst an inflationary environment

Thermomix secures market share amidst an inflationary climate

Versatile blender technology drives growth

PROSPECTS AND OPPORTUNITIES

Adjacent expansion for growth in mature markets

E-commerce growth to drive innovation in virtual retailing

New avenues for connecting sustainability

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume and value declines in 2023

Multifunctional appliances trend amid persistent inflation

Continued growth in air fryer category

PROSPECTS AND OPPORTUNITIES

Evolving demographics and tailored innovations

Leveraging smart technology

Volume growth potential for private label

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 134 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Impact of hybrid work mode on demand

Housing market decline affects vacuum cleaner sales

Inventory management challenges for retailers

PROSPECTS AND OPPORTUNITIES

Impact of hybrid work modes on vacuum cleaner demand

Housing market recovery and vacuum cleaner demand

Entrance of more brands in the robotic vacuum cleaner market

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 146 Sales of Robotic Vacuum Cleaners by Smart appliances: % Volume 2019-2023

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales decline and factors influencing personal care appliances

Decline in electric facial cleansers

Trending multifunctionality in personal care appliances

PROSPECTS AND OPPORTUNITIES

Hair care and oral care to drive growth

Rising demand for oral care ecosystems

Pandemic-fuelled self-care movement

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 155 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 158 Sales of Body Shavers by Format: % Volume 2018-2023

Table 159 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 160 NBO Company Shares of Personal Care Appliances 2019-2023

Table 161 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 165	□Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
Table 166	□Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028
AIR TREATMENT PRODUCTS IN CANADA	
KEY DATA FINDINGS	
2023 DEVELOPMENTS	
Surge in demand for air purifiers triggered by wildfires	
Post-pandemic dip in home renovation impacting appliance demand	
E-commerce ascendance: A significant share in appliance retail sales	
PROSPECTS AND OPPORTUNITIES	
Climate change propels rising demand for air conditioning	
Impact of rising interest rates on consumer spending	
Growing consumer interest in eco-friendly appliances	
CATEGORY DATA	
Table 167	Sales of Air Treatment Products by Category: Volume 2018-2023
Table 168	Sales of Air Treatment Products by Category: Value 2018-2023
Table 169	Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
Table 170	Sales of Air Treatment Products by Category: % Value Growth 2018-2023
Table 171	Sales of Air Conditioners by Smart appliances: % Volume 2019-2023
Table 172	NBO Company Shares of Air Treatment Products: % Volume 2019-2023
Table 173	LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
Table 174	Distribution of Air Treatment Products by Format: % Volume 2018-2023
Table 175	Production of Air Conditioners: Total Volume 2018-2023
Table 176	□Forecast Sales of Air Treatment Products by Category: Volume 2023-2028
Table 177	□Forecast Sales of Air Treatment Products by Category: Value 2023-2028
Table 178	□Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
Table 179	□Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Consumer Appliances in Canada

Market Direction | 2024-01-04 | 116 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com