

## **North America Luxury Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

North America Luxury Appliances Market Analysis

North America luxury appliances market size in 2026 is estimated at USD 15.13 billion, growing from 2025 value of USD 14.48 billion with 2031 projections showing USD 18.87 billion, growing at 4.52% CAGR over 2026-2031. The upward trajectory reflects resilient premium spending, stronger disposable incomes, and a surge in smart-home renovations that favor high-end kitchen upgrades. Refrigerator suites remain the chief purchase catalyst because they anchor design choices, while connected features, wellness-driven cooking modes, and energy-efficiency mandates accelerate replacement cycles. Intensifying distribution through dealer showrooms and direct-to-consumer portals is raising competitive stakes, yet brands that lock in semiconductor and motor supplies continue to defend margins. Nearshoring activity and federal tax credits for efficient equipment are widening the addressable customer base, bolstering the outlook for the luxury appliances market.

North America Luxury Appliances Market Trends and Insights

Rising Disposable Income and Premiumization Trend

Affluent North American households are channeling a larger share of discretionary income into premium appliances they perceive as long-term assets that raise daily convenience and home resale value. Remote work's permanence has kept residents cooking more meals at home, sustaining demand for high-performance refrigeration and pro-style cooking suites. The Federal Reserve's 2024 Survey of Consumer Finances showed that families earning above USD 150,000 boosted appliance outlays by 23% versus

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pre-pandemic levels. Luxury models have also become markers of personal taste, especially for millennials now in their prime earning years. This premium mindset often leads to full-kitchen makeovers in which buyers request harmonized suites from one brand to guarantee visual cohesion and seamless performance.

#### Smart-Home and IoT Adoption Accelerating High-End Upgrades

Connected features have shifted from nice-to-have to must-have in the luxury segment, making smart functionality a decisive factor at the point of sale. Samsung's Bespoke AI line, unveiled at CES 2025, highlights predictive maintenance, energy optimization, and guided cooking that elevate owner convenience. LG's second-generation SIGNATURE portfolio integrates transparent OLED doors that double as interactive displays, melding refrigeration with entertainment functions. Because full-ecosystem compatibility simplifies setup, many buyers now gravitate toward brands that can supply every major appliance under a single control platform. Market observers note that smart units consistently command healthy premiums, and their penetration among luxury homeowners continues to climb as connectivity becomes an expected standard.

#### High Upfront Cost & Affordability Gap

Steep price tags keep luxury appliances out of reach for many households, limiting mass-market penetration even as brand awareness rises. A premium refrigerator usually starts near USD 8,000 and can run well past USD 15,000, while an entire kitchen suite may exceed USD 50,000. Elevated interest rates during 2024 squeezed discretionary budgets, prompting some buyers to delay nonessential upgrades in favor of mortgage obligations. Financing programs remain less common for appliances than for other remodeling expenses, further widening the affordability gap. Until accessible payment options expand, demand growth will stay concentrated among high-income buyers and large-scale remodels.

Other drivers and restraints analyzed in the detailed report include:

Post-Pandemic Home-Renovation Boom (Kitchen Focus)  
Energy-Efficiency Standards Favoring Premium Tech-Rich Models  
Supply-Chain Volatility in Premium Components (Chips, Motors)

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Refrigeration suites commanded the largest 28.06% slice of the luxury appliances market share in 2025, owing to their central visual and functional role in premium kitchens. Within this group, column designs with independent cooling zones generate high ticket sizes and consistent replacement demand. Dishwashers chart the quickest 5.78% CAGR toward 2031 on the strength of third-rack capacity, whisper-quiet cycles below 40 dB, and built-in steam sanitization that aligns with wellness priorities. The luxury appliances market size tied to cooking products benefits from innovation such as dual fuel ranges and induction surfaces that shorten pre-heat times, reinforcing the refrigerator-plus-range bundle as a cornerstone purchase.

Small countertop devices extend the ecosystem: air-fry ovens, espresso stations, and precision blenders share tactile finishes and connected control apps that match major appliances. Cross-merchandising opportunities arise when dealers curate whole-kitchen vignettes, prompting consumers to upgrade multiple categories simultaneously. Premium coffee systems with milk-froth automation complement column refrigeration, while steam ovens increasingly displace microwave sales by offering superior reheating and bread-proofing functionality.

Freestanding models held 83.60% of revenue in 2025 because they carry lower installation costs and simplify future remodeling. Yet built-in units are pacing for a 4.88% CAGR as design-forward homeowners embrace flush-mount refrigeration, panel-ready

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dishwashers, and undercounter beverage centers. The luxury appliances market size attributed to built-in hoodless induction cooktops grows as downdraft ventilation becomes viable in open-concept floor plans.

Professional kitchen designers favor built-in solutions for spatial efficiency and resale appeal, increasingly specifying them in premium single-family construction. Manufacturers respond by shipping adjustable mounting kits and plug-and-play trim to ease labor scarcity constraints cited by the National Kitchen & Bath Association. Counter-depth French-door refrigerators lead adoption, offering the minimal protrusion prized in high-end condominiums.

The North America Luxury Appliances Market Report is Segmented by Product Type (Major Home Appliances, Small Home Appliances), Installation Type (Built-in/Integrated, Freestanding), End-User (Residential, Commercial), Distribution Channel (B2C/Retail, B2B Channels/Projects), and Geography (United States, Canada, Mexico). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Sub-Zero Group (Sub-Zero, Wolf, Cove) BSH Home Appliances (Bosch, Thermador, Gaggenau) Miele & Cie. LG Electronics (LG Signature) Samsung Electronics (Chef Collection / Bespoke) Whirlpool Corp. (JennAir, KitchenAid) Electrolux AB (Electrolux, Frigidaire Professional) GE Appliances (Monogram, Cafe) Haier Group (Fisher & Paykel, Monogram China tie-in) Dacor Viking Range Bertazzoni SMEG Hestan BlueStar La Cornue True Residential ILVE Breville Wolf Gourmet

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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