

## **Australia Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 130 pages | Mordor Intelligence

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### **Report description:**

Australia Home Appliances Market Analysis

The Australia home appliances market is expected to grow from USD 11.54 billion in 2025 to USD 12.17 billion in 2026 and is forecast to reach USD 15.91 billion by 2031 at 5.5% CAGR over 2026-2031. The steady climb reflects strong household formation, active renovation programs, and the Australian government's increasingly stringent energy-efficiency mandates that jointly nurture demand for new, lower-consumption models. Additional momentum comes from the rapid penetration of Buy Now Pay Later (BNPL) financing, wider e-commerce reach, and a nationwide tilt toward connected living that positions smart appliances as lifestyle essentials rather than discretionary luxuries. Industry players reinforce growth through shorter product refresh cycles, feature-rich premium lines, and strategic bundling with energy retailers that lower customer switching barriers. Regulatory certainty under the Greenhouse and Energy Minimum Standards (GEMS) scheme narrows the efficiency gap between product generations, compelling consumers to trade in aging stock earlier than historical norms. At the same time, freight-driven cost pressures and electricity-tariff anxiety temper the pace, yet they do not derail the underlying expansion path of the Australia home appliances market.

Australia Home Appliances Market Trends and Insights

Rising Renovation & Replacement Cycles

Australia counted 11.29 million residential dwellings valued at AUD 11.03 trillion (USD 7.05 trillion) in March 2024, creating a vast

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installed base now reaching end-of-life at similar intervals. Building approvals jumped 27.40% year-on-year to 17,076 dwellings in June 2025, while alterations and additions reached AUD 3.0 billion (USD 1.96 billion) in the same quarter, extending the pipeline for new or upgraded kitchen and laundry equipment. Rising equity in housing, coupled with relatively accommodative mortgage rates, frees up discretionary funds that households channel into premium, energy-savvy refrigerators and washing machines. Mandatory Energy Rating labels act as a catalyst, pushing owners to swap non-compliant appliances sooner than normal wear-and-tear cycles would dictate. Manufacturers respond with advanced cooling algorithms and IoT-ready dashboards that convert functional upgrades into aspirational purchases. The net result is a faster-moving Australia home appliances market where replacement demand blends seamlessly with first-time installations.

#### Government-Mandated Energy-Efficiency Labelling

The 2024 expansion of the Equipment Energy Efficiency (E3) Program introduced stricter minimum performance standards for dishwashers, washers, and dryers, forcing sub-par models off shelves nationwide. New star-rating graphics released in March 2025 make operating-cost comparisons straightforward, empowering buyers to align sustainability goals with wallet considerations. Savings of AUD 1.3-2.1 billion (USD 0.85-1.37 billion) in 2023 alone prove the policy's economic value for households, strengthening the association between efficiency labels and tangible bill relief. Manufacturers, keen to avoid GEMS compliance penalties, re-engineer product roadmaps around inverter motors, heat-pump drying, and lower-GWP refrigerants. Retailers capitalize on the label's trust factor, highlighting five-star units in marketing collateral and showroom layouts to steer demand mix upward. The Australia home appliances market therefore internalizes policy shifts quickly, reflecting an ecosystem where performance, price, and regulation converge.

#### High Electricity Tariffs Dampening Usage

Residential power bills have climbed under new tariff structures, prompting households to curtail discretionary washing or drying cycles rather than undertake immediate appliance upgrades. Furnishings and household equipment outlays slipped 1.51% in January 2025, a reversal attributed partly to tariff-linked budget tightening. Air conditioning already consumes up to 90% of household electricity during heatwaves, leading to acute bill shock that shapes purchase decisions in favor of minimal-use routines over device replacement. For high-load categories such as dryers, ongoing operating costs weigh more heavily in consumer calculus than upfront efficiency gains. Time-of-use pricing further complicates expected savings, making payback periods appear longer for certain smart appliances despite their energy credentials. Retailers are forced to rebalance inventory, emphasizing entry-level units that match constrained budgets even if they offer limited connectivity features. Consequently, some elasticity emerges in the Australia home appliances market, where economic headwinds mute what would otherwise be automatic upgrade cycles.

Other drivers and restraints analyzed in the detailed report include:

E-Commerce Discounting & BNPL Adoption Smart-Appliance Bundles from Utilities Appliance Price Inflation Due to Freight Costs

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

#### Segment Analysis

Refrigerators accounted for 28.78% of 2025 value, cementing their status as indispensable household staples across urban and regional Australia. They also anchor premium kitchen remodels where stainless-steel French-door formats and energy-saving inverter compressors converge to lift average selling prices. Dishwashers log the fastest 5.57% CAGR to 2031, underpinned by dual-income time scarcity and shrinking kitchen footprints that favor space-efficient built-in models. Cooling products enjoy innovation tailwinds, from inventory tracking sensors to humidity-tuned compartments that reduce food waste, attributes that

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resonate strongly with eco-minded buyers. Washing machines deliver steady replacement demand tied closely to Australia home appliances market size gains in new-home completions, while freezers sustain niche relevance among rural consumers seeking bulk-purchase storage.

Product developers leverage Australia home appliances market share data to prioritize high-return segments, adding heat-pump drying and AI-driven wash cycles that self-calibrate water and detergent use. Small appliances from air fryers to coffee machines ride lifestyle currents toward gourmet at-home experiences, though saturation is approaching in metropolitan cores. Regulatory updates keep design cycles brisk, removing fluorinated gases and tightening standby-power limits that reward R&D investment. Manufacturers tactically bundle large and small items at promotional windows to remediate slower-moving stock and defend shelf space against insurgent direct-to-consumer brands. Over the horizon, connected ecosystems promise predictive maintenance alerts that could extend usable life yet also deepen brand loyalty, forging a virtuous cycle for replacement of legacy devices with smarter successors.

The Australia Home Appliances Market Report is Segmented by Product (Major Home Appliances, Small Home Appliances), Distribution Channel (Multi-Brand Stores, Exclusive Brand Outlets, Online), and Geography (Eastern, Northern, Southern, Western Australia). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Electrolux Group Fisher & Paykel Appliances LG Electronics Samsung Electronics BSH Home Appliances (Bosch-Siemens) Haier Group Whirlpool Corporation Panasonic Corporation Midea Group Hisense Appliances Breville Group SMEG Australia Arcelik (Defy / Beko) Dyson Sharp Corporation TCL Technology Daikin Australia Sunbeam (De'Longhi Group) Kogan.com (Home Appliances)

Additional Benefits:

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

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