

Consumer Appliances in Sweden

December 2023

Table of Contents

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

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline

Demand for convenience amidst hectic lifestyles supports continued demand

Discounting activity moderates price increases

PROSPECTS AND OPPORTUNITIES

Economic uncertainty to continue to impact demand

Increase in single and two-person households to affect demand

Innovation and a growing focus on services

CATEGORY DATA

Table 33 - Sales of Dishwashers by Category: Volume 2018-2023

Table 34 - Sales of Dishwashers by Category: Value 2018-2023

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

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

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

Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 39 - NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 40 - LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 41 - Distribution of Dishwashers by Format: % Volume 2018-2023

Table 42 - Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 43 - Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 44 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

Home Laundry Appliances in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in retail volumes

Pricing continues to rise

Innovation linking energy efficiency, cost efficiency, and sustainability

PROSPECTS AND OPPORTUNITIES

Challenging economic environment shaping demand

Moderating unit price increases

Innovation to focus on smart technologies

CATEGORY DATA

Table 46 - Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 47 - Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 48 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 49 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 50 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 51 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 52 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 53 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 54 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 55 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 56 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 57 - Production of Home Laundry Appliances: Total Volume 2018-2023

Table 58 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 60 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Large Cooking Appliances in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in retail volumes to more normalised level

Multi-functionality becoming increasingly significant

Aspiring hobby cooks

PROSPECTS AND OPPORTUNITIES

Large cooking appliances faces economic challenges

Continued emphasis on multi-functionality

Ongoing development of connectivity

CATEGORY DATA

Table 62 - Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 63 - Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 64 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 65 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 66 - Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 67 - Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 68 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 69 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 70 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 71 - NBO Company Shares of Ovens: % Volume 2019-2023

Table 72 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 73 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 74 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 75 - NBO Company Shares of Cookers: % Volume 2019-2023

Table 76 - NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 77 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 78 - Production of Large Cooking Appliances: Total Volume 2018-2023

Table 79 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 80 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 81 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Microwaves in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Contraction of retail volumes

Emphasis on customisation

Multi-functionality becoming increasingly prominent

PROSPECTS AND OPPORTUNITIES

Gloomy economic outlook

Substitution threat

Moderating price growth

CATEGORY DATA

Table 83 - Sales of Microwaves by Category: Volume 2018-2023
Table 84 - Sales of Microwaves by Category: Value 2018-2023
Table 85 - Sales of Microwaves by Category: % Volume Growth 2018-2023
Table 86 - Sales of Microwaves by Category: % Value Growth 2018-2023
Table 87 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023
Table 88 - NBO Company Shares of Microwaves: % Volume 2019-2023
Table 89 - LBN Brand Shares of Microwaves: % Volume 2020-2023
Table 90 - Distribution of Microwaves by Format: % Volume 2018-2023
Table 91 - Forecast Sales of Microwaves by Category: Volume 2023-2028
Table 92 - Forecast Sales of Microwaves by Category: Value 2023-2028
Table 93 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
Table 94 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

Refrigeration Appliances in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline
Higher prices, but slowing growth
Energy efficiency

PROSPECTS AND OPPORTUNITIES

Weak economic outlook shaping consumer purchasing patterns
Consumers' focus on sustainability set to continue growing
Connectivity presents upmarket opportunities

CATEGORY DATA

Table 95 - Sales of Refrigeration Appliances by Category: Volume 2018-2023
Table 96 - Sales of Refrigeration Appliances by Category: Value 2018-2023
Table 97 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
Table 98 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
Table 99 - Sales of Freezers by Format: % Volume 2018-2023
Table 100 - Sales of Freezers by Volume Capacity: % Volume 2018-2023
Table 101 - Sales of Fridge Freezers by Format: % Volume 2018-2023
Table 102 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
Table 103 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
Table 104 - Sales of Fridges by Volume Capacity: % Volume 2018-2023
Table 105 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
Table 106 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
Table 107 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
Table 108 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
Table 109 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023
Table 110 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
Table 111 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
Table 112 - Production of Refrigeration Appliances: Total Volume 2018-2023
Table 113 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
Table 114 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
Table 115 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
Table 116 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Air Treatment Products in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume increase despite economic challenges
Dehumidifiers performs particularly well
Increased prices

PROSPECTS AND OPPORTUNITIES

Further growth expected
Growing interest in design
Respiratory health considerations

CATEGORY DATA

Table 117 - Sales of Air Treatment Products by Category: Volume 2018-2023
Table 118 - Sales of Air Treatment Products by Category: Value 2018-2023
Table 119 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
Table 120 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023
Table 121 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023
Table 122 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023
Table 123 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
Table 124 - Distribution of Air Treatment Products by Format: % Volume 2018-2023
Table 125 - Production of Air Conditioners: Total Volume 2018-2023
Table 126 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028
Table 127 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028
Table 128 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
Table 129 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Food Preparation Appliances in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multi-functionality trend contributes to falling volumes
Higher retail price points
Consumers increasingly look for convenience

PROSPECTS AND OPPORTUNITIES

Economic situation dampening demand
Multi-functionality to further dampen growth rates
Design growing in importance

CATEGORY DATA

Table 130 - Sales of Food Preparation Appliances by Category: Volume 2018-2023
Table 131 - Sales of Food Preparation Appliances by Category: Value 2018-2023
Table 132 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023
Table 133 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023
Table 134 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023
Table 135 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023
Table 136 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023
Table 137 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028
Table 138 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028
Table 139 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028
Table 140 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

Personal Care Appliances in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in retail volume sales
Higher retail price points
Multi-functional personal care appliances

PROSPECTS AND OPPORTUNITIES

Cost of living pressures to dampen demand
Greater connectivity
Concentrated competitive landscape

CATEGORY DATA

Table 141 - Sales of Personal Care Appliances by Category: Volume 2018-2023
Table 142 - Sales of Personal Care Appliances by Category: Value 2018-2023
Table 143 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
Table 144 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
Table 145 - Sales of Body Shavers by Format: % Volume 2018-2023
Table 146 - Sales of Hair Care Appliances by Format: % Volume 2018-2023
Table 147 - NBO Company Shares of Personal Care Appliances 2019-2023
Table 148 - LBN Brand Shares of Personal Care Appliances 2020-2023
Table 149 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023
Table 150 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
Table 151 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
Table 152 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
Table 153 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

Small Cooking Appliances in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lower sales volumes
Health and wellness a growing influence on demand
Higher retail price points

PROSPECTS AND OPPORTUNITIES

Persistently challenging economic conditions
Further development of the health and wellness trend
Growing focus on multi-functionality

CATEGORY DATA

Table 154 - Sales of Small Cooking Appliances by Category: Volume 2018-2023
Table 155 - Sales of Small Cooking Appliances by Category: Value 2018-2023
Table 156 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023
Table 157 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023
Table 158 - Sales of Freestanding Hobs by Format: % Volume 2018-2023
Table 159 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023
Table 160 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023
Table 161 - Distribution of Small Cooking Appliances by Format: % Volume 2018-2023
Table 162 - Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028
Table 163 - Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 164 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 165 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Vacuum Cleaners in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lower sales volumes

Removing the chore from cleaning

Stick and robotic vacuum cleaners see efficacy improvements

PROSPECTS AND OPPORTUNITIES

Enduring economic uncertainty to influence consumer behaviour

Sustainability and respiratory health concerns

Vacuum cleaners moving towards multi-functionality

CATEGORY DATA

Table 166 - Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 167 - Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 168 - Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 169 - Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 170 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 171 - NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 172 - LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 173 - Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 174 - Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 175 - Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 176 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 177 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-sweden/report.