

Consumer Appliances: Quarterly Statement Q3 2021

October 2021

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Scope

Key findings

Q3 2021 CONSUMER APPLIANCES UPDATE

Market expected to recover and exceed 2019 size

Hygiene, kitchen and small appliances continue to see strong growth

Automatic washer dryers: Continued focus on hygiene

Freestanding large cooking appliances are seeing a short-term boost

Consumers continue to spend on personal care appliances while at home

Consumers are spending money to save time cleaning the home

Consumers continue to experiment with small cooking appliances

Consumers are investing in their at-home coffee experience

Chinese e-commerce platforms see appliances as a growth sector

Online share of consumer appliances in China exceeded 50% in 2020

Historically high copper prices are forcing a redesign of air conditioners

Window air conditioners becoming mainstream in South Korea

Built-in induction hobs is a high-growth category

Premiumisation opportunities for coffee machines

Q3 2021 MACROECONOMIC UPDATE

Strong global economic recovery underway

Downside risk factors remain significant

Real GDP annual growth forecasts and revisions from last quarter, AE

Real GDP annual growth forecasts and revisions from last quarter, EMDE

ABOUT OUR INDUSTRY FORECAST MODEL

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Euromonitor International and COVID-19: Forecasts and analysis

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- **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.

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