

# Major Appliances in Western Europe

March 2023

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## REGIONAL OVERVIEW

Western Europe underperforming the global averages

Declines, followed by stagnation, expected in the forecast period

Pandemic growth followed by market corrections in 2022 and 2023

Microwaves continue to underperform in Turkey

Spain adds the most new sales over 2017-2022

Post-pandemic slowdown seen across the region

Appliances and electronics specialists still the leading distribution channel

E-commerce makes strong gains during the pandemic

## LEADING COMPANIES AND BRANDS

High levels of concentration among the top five players in Western European markets

Haier gains share in Western Europe over 2017-2022

Biggest sales shares for BSH, Arçelik and Miele in their home markets

Candy moves up the rankings over 2017-2022

## FORECAST PROJECTIONS

Stagnating sales expected over 2022-2027 for Western European major appliances

Energy-efficient appliances expected to be in demand

## COUNTRY SNAPSHOTS

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Austria: Competitive and Retail Landscape

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France: Competitive and Retail Landscape

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