

Demand Volatility in The Consumer Appliances Market In 2020 . A Follow on Report

July 2021

[Table of Contents](#)

INTRODUCTION

Scope

2020 consumer appliance overview

BACKGROUND

2020 in the making: Global consumer appliances market

Fluctuating year for companies

Consumer appliances May 2021 data revision exercise

Consumer appliances in context (revised in June 2021)

MAJOR APPLIANCES UPDATE

Major appliances May 2021 data revision exercise

Major appliances market declines, but not as much as expected

Major appliances: Growth and per household consumption by category

Overview: Region size and growth by category in 2020

Overview: Category size and growth by region in 2020

Electronics and appliance specialist retailers remains the leading channel

Examining five trends shaping major appliances

SMALL APPLIANCES UPDATE

Small appliances May 2021 data revision exercise

Small appliances market declines slightly in 2020

Small appliances: Growth and per household consumption by category

Overview: Region size and growth by category in 2020

Overview: Category size and growth by region in 2020

E-commerce is becoming the default channel for small appliance sales

Examining five trends shaping small appliances

Q2 2021 MACROECONOMIC UPDATE

Global baseline outlook: Faster recovery expected

Uncertainty continues to decline but remains significant

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

Q2 2021 MACROECONOMIC UPDATE

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

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/demand-volatility-in-the-consumer-appliances-market-in-2020-a-follow-on-report/report.