



Euromonitor
International

Top Five Trends in Consumer Appliances

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Our expert's view of Major Appliances in 2025

Key findings

INTRODUCTION

Markets in the Global South continue to drive volume growth

Top five trends in Major Appliances

Top five trends uncovered

AI IS NOW THE DEFAULT FOR PREMIUM APPLIANCES

AI labelling has replaced smart as the default for premium appliances

AI positioning has become the default for leading brands

AI will be key to enable greater monetisation opportunities for appliance brands

PERSONALISED MODULAR AI ECOSYSTEMS

AI ecosystems are unlocking truly seamless smart homes

Samsung's Bespoke AI case study

AI ecosystems: Enabling seamless smart homes

HOME HVAC AS THE GROWTH SEGMENT WITHIN APPLIANCES

Residential climate solutions continues to be a growth sector

LG: Scaling heat pump and commercial HVAC leadership

HVAC systems are an important pillar of an appliance brand's growth strategy

INCREASED PRESENCE OF CHINESE BRANDS AT INDUSTRY EVENTS

Chinese brands are moving up the premiumisation ladder through events

Chinese brands have invested heavily at IFA over the years

Chinese brands' investment at events is a sign of their continued value push

NICHE SEGMENTS FOR GROWTH

Unlocking growth through emerging appliance niches

Miele's move into high-end outdoor appliances

Growth opportunities from emerging appliance niches

CONCLUSION

Future implications

Opportunities for growth

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