

Home Appliances United Kingdom Market Segmentation and Major Players Analysis and Forecast to 2020

Home Appliances Market 2017 United Kingdom Trends, Market Share, Industry Size, Growth, Opportunities and Forecast to 2020

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/EINPresswire.com/ -- The [home appliances](#) market in the UK is experiencing a revival on the back of a revived economy, strong Euro, higher purchasing power and a recovering housing market.

The market sees a revival for small appliances and personal appliances, rather than home appliances. Cooking appliances sales are rising on the back of increased promotion, and driving the market growth in the country, and has had a good year in UK. In fact, it was the small domestic and kitchen appliances which tided the growth in home appliances in the UK, while the large domestic appliances like washing machines (tumble dryers), fridges and freezers were the categories which performed the worst, effecting a contraction in the major home appliances market.

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The UK market for home appliances is highly saturated. This market is worth US\$ XX.XX bn in 2015, and is expected to grow at CAGR X.X% over the next five years, to reach US\$ XX.XX bn in 2020.

One major contributor to sales are purchases motivated by replacement/purchases for renovations of houses/new households. The appliances will replace existing appliances with smarter, innovative, smaller appliances. Companies are investing heavily in R&D for disruptive innovation, innovating on the size of products, and further into value-added services of the products. Another innovation that is being added to almost all home appliance products is that of connectivity, in line with the internet of things concept.



E-commerce is the foremost trend for purchase of home appliance, because of a number of benefits and competitive discounts, in combination with innovative credit schemes, making acquisition easier for low to middle income population in this region, as well as those with tighter budget strings. Only those retail outlets which are closely integrated with their e-commerce partners or counterparts are experiencing growth.

Some of the players in Home Appliances Market mentioned in the report are Haier electronics group co. ltd, Whirlpool, Electrolux AB, LG Electronics, Godrej Group, Panasonic Corporation, Samsung Electronics, and more.

Drivers

Recovering Euro and UK economy, increasing number of households purchased or renovated are leading to a growth in the UK home appliances market. Small appliances are leading the growth, as they are lower cost and high utility, as household sizes are increasingly becoming smaller. International players' innovation in product categories is further driving the market.

Challenges

Tight purse strings in anticipation of financial difficulties, a global economic slowdown, high level of competition, and an uncertain R&D environment is making the market highly unpredictable.

What the report offers

Market Definition for the Home Appliances along with identification of key drivers and restraints for the market.

Market analysis for the Home Appliances Market, with region specific assessments.

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

Identification and analysis of the Macro and Micro factors that affect the Home Appliances Market on both global and regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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Contact US:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

[wiseguyreports](https://www.wiseguyreports.com)

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

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