

Household Appliances Market 2025 Trends: Predicted to Grow at a CAGR of 6.03% from 2024 to 2035 Report

By product, the entertainment & information appliances segment was the highest revenue contributor to the Household Appliances Market in 2023.

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Allied Market Research

WILMINGTON, DE, UNITED STATES, September 24, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Household Appliances Market](#) by by Product (Refrigerator, Air Conditioner & Heater, Entertainment & Information Appliances, Washing Machine, Dish Washer, Wall Oven, Microwave, Cooking Appliances, Coffee Machine, Blender, Juicer, Canister, Deep Cleaners, Other Vacuum Cleaners, Steam Mop, and Other Appliances) and Distribution Channel (Supermarket & Hypermarket, Specialty Store, E-Commerce, and Others): Global Opportunity Analysis and Industry Forecast, 2024-2035".

According to the report, The global [household appliances](#) market was valued at \$490,452.88 million in 2023, and is projected to reach \$983,193.41 million by 2035, growing at a CAGR of 6.03% from 2024 to 2035.

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Prime determinants of growth

The growth of the household appliances market is primarily determined by several key factors. Technological advancements play a pivotal role, with innovations such as smart home integration, energy-efficient designs, and enhanced functionalities captivating consumers seeking convenience and sustainability. In addition, shifting consumer lifestyles, influenced by factors such as urbanization, dual-income households, and time constraints, fuel demand for appliances offering time-saving features and compatibility with modern living arrangements. Environmental concerns also drive growth, as consumers increasingly prioritize eco-friendly options, motivating manufacturers to develop greener products to meet regulatory standards

and consumer preferences. Economic factors such as disposable income levels and consumer confidence further impact purchasing decisions, influencing demand for household appliances.

The deep cleaners' segment to maintain its leadership status throughout the forecast period.

By product, the entertainment and information appliances segment held the highest market share in 2023, accounting for more than one-fourth of the global household appliances market revenue and is estimated to maintain its leadership status throughout the forecast period. The increasing adoption of smart home integration and Internet of Things (IoT) connectivity has made entertainment appliances more versatile and interconnected, allowing for seamless integration with other smart devices and services. Furthermore, the growing popularity of home entertainment, driven by factors such as the COVID-19 pandemic and the rise of streaming platforms, has fuelled demand for high-quality audiovisual experiences within the comfort of consumers' homes. Collectively, these factors have propelled the entertainment and information appliances segment to the forefront of the market, reflecting evolving consumer preferences and technological trends shaping the industry.

The e-commerce segment to maintain its leadership status throughout the forecast period.

By distribution channel, the specialty store segment held the highest market share in 2023, accounting for more than two-fifths of the global household appliances market revenue and is estimated to maintain its leadership status throughout the forecast period. Specialty stores offer a curated selection of household appliances, providing consumers with a wide range of options and expert advice. These stores often prioritize product knowledge and customer service, creating a personalized shopping experience that fosters trust and loyalty among consumers. In addition, specialty stores are strategically located in high-traffic areas, enhancing their visibility and accessibility to shoppers. Furthermore, the hands-on experience provided by specialty stores allows consumers to interact directly with products, compare different models, and receive demonstrations, which can be particularly influential for high-value purchases like household appliances.

North America to maintain its dominance by 2035.

By region, North America held the highest market share in terms of revenue in 2023 and is expected to dominate the market during the forecast period. The changing consumer lifestyles, including busy schedules and a preference for time-saving solutions, contribute to the demand for innovative household appliances in the region. Moreover, favourable regulatory frameworks and initiatives promoting energy efficiency and sustainability encourage the adoption of eco-friendly appliances, further bolstering market growth. Collectively, these factors position North America as a lucrative market for household appliances, driving its continued dominance in the industry.

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Leading Market Players: -

Haier Group Corporation
Robert Bosch GmbH
Samsung Electronics
Whirlpool Corporation
LG Electronics
Hitachi, Ltd.
Midea Group Co., Ltd.
Panasonic Corporation
Sharp Corporation
AB Electrolux

KEY FINDINGS OF STUDY

By product, the entertainment & information appliances segment was the highest revenue contributor to the market in 2023.

As per distribution channel, the specialty store segment was the largest segment in the global household appliances market during the forecast period.

Region-wise, North America was the highest revenue contributor in 2023.

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