

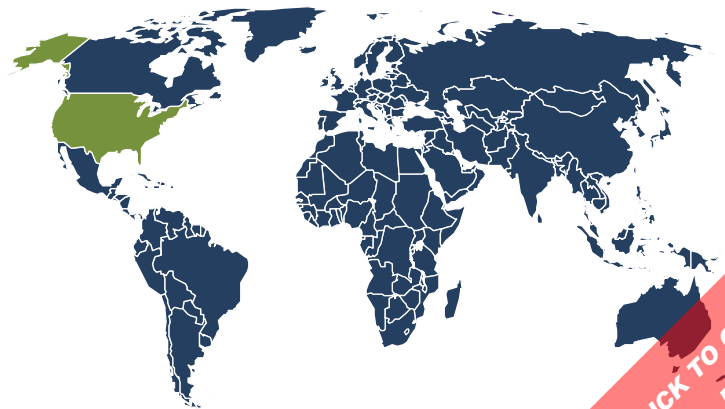
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# Major

# Household Appliances: United States

February 2016



## Highlights

### Market Environment

Historical Trends | Key Economic Indicators | Legal and Regulatory Factors  
Technology and Product Innovations | NAFTA Overview

### Segmentation and Forecasts

Products | Shipments Outlook

### Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

### Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts US major household appliance demand and shipments in units to 2019. Total demand and shipments are segmented by product in terms of:

- clothes washers and dryers
- refrigerators and freezers
- large cooking appliances
- dishwashers.

Excluded from the scope of this report are such products as air conditioners, microwave ovens, and vacuum cleaners, as well as commercial appliances and smaller household appliances in general. Small cooking appliances such as hot plates and rice cookers are also excluded, as well as cooking appliances used in outdoor settings (eg, grills).

To illustrate historical trends, total demand and total shipments are provided in annual series from 2004 to 2014; the various segments are reported at five-year intervals for 2009 and 2014.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

### Sources

*Major Household Appliances: United States* (FF90017) is based on [World Major Household Appliances](#), a comprehensive industry study published by The Freedonia Group in February 2016. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other industry studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

## Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
335221	Household Cooking Appliance Mfg	3631	Household Cooking Equipment
335222	Household Refrigerator and Home Freezer Mfg	3632	Household Refrigerators and Home and Farm Freezers
335224	Household Laundry Equipment Mfg	3633	Household Laundry Equipment
335228	Other Major Household Appliance Mfg	3639	Household Appliances, NEC

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## RESOURCES

### The Freedonia Group

	<a href="http://www.freedoniagroup.com">www.freedoniagroup.com</a>
3366 <i>World Major Household Appliances</i> , February 2016	<a href="#">see study contents</a>
Related Industry Studies	
3340 <i>Power Lawn &amp; Garden Equipment</i> , December 2015	<a href="#">see study contents</a>
3241 <i>World Power Tools</i> , January 2015	<a href="#">see study contents</a>
3225 <i>World Commercial Refrigeration Equipment</i> , October 2014	<a href="#">see study contents</a>
3177 <i>Power &amp; Hand Tools</i> , June 2014	<a href="#">see study contents</a>
3159 <i>Commercial Refrigeration Equipment</i> , May 2014	<a href="#">see study contents</a>
Related Focus Reports	
<i>Commercial Refrigeration Equipment: United States</i>	<a href="#">see report contents</a>
<i>Household Cooking Appliances: United States</i>	<a href="#">see report contents</a>
<i>Household Laundry Equipment: United States</i>	<a href="#">see report contents</a>
<i>Household Refrigerators &amp; Freezers: United States</i>	<a href="#">see report contents</a>
<i>Housing: United States</i>	<a href="#">see report contents</a>
<i>Small Kitchen Appliances: United States</i>	<a href="#">see report contents</a>
<i>World Commercial Refrigeration Equipment</i>	<a href="#">see report contents</a>
<i>World Major Household Appliances</i>	<a href="#">see report contents</a>
Freedonia Custom Research	<a href="#">see capabilities</a>

### Trade Publications

<i>Air Conditioning, Heating, and Refrigeration News</i>	<a href="http://www.achrnews.com">www.achrnews.com</a>
<i>ApplianceAdvisor.com</i>	<a href="http://applianceadvisor.com">http://applianceadvisor.com</a>
<i>Appliance Design</i>	<a href="http://www.appliancedesign.com">www.appliancedesign.com</a>
<i>Chain Store Age</i>	<a href="http://chainstoreage.com">http://chainstoreage.com</a>
<i>Home Furnishing News</i>	<a href="http://www.hfndigital.com">www.hfndigital.com</a>
<i>Kitchen &amp; Bath Business</i>	<a href="http://www.kbbonline.com">www.kbbonline.com</a>
<i>TWICE</i>	<a href="http://www.twice.com">www.twice.com</a>

### Agencies & Associations

Association of Home Appliance Manufacturers	<a href="http://www.aham.org">www.aham.org</a>
International Organization for Standardization	<a href="http://www.iso.org">www.iso.org</a>
National Kitchen & Bath Association	<a href="http://www.nkba.org">www.nkba.org</a>
United States Census Bureau	<a href="http://www.census.gov">www.census.gov</a>
United States Department of Energy	<a href="http://www.energy.gov">www.energy.gov</a>
United States Environmental Protection Agency	<a href="http://www.epa.gov">www.epa.gov</a>
United States International Trade Commission	<a href="http://www.usitc.gov">www.usitc.gov</a>

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