



Freedonia Focus Reports
US Collection

Major Household Appliances: United States

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About This Report

Scope

This report forecasts to 2023 US major household appliance demand and shipments in units. Total demand and shipments are segmented by product in terms of:

- refrigerators
- large cooking appliances
- washing machines
- dishwashers
- clothes dryers
- freezers

Total demand is also segmented by market as follows:

- new
- replacement

To illustrate historical trends, total demand is provided in annual series from 2008 to 2018; shipments and the various segments are reported at five-year intervals for 2008, 2013, and 2018.

This report analyzes supply and sales of major household appliances, also known as “white goods”. Also included are:

- commercial-grade units that are installed in residential homes, as well as major household appliances that are installed in outdoor residential spaces (e.g., garages and outdoor kitchens)
- portable and countertop versions of the covered products
- specialty appliances (e.g., kimchi and wine refrigerators)
- combination units such as refrigerators with a freezer compartment, all-in-one kitchen units also known as combo-kitchens (for the purposes of this report, each major household appliance installed in one of these units counts as a separate unit for sales and appliances in use), and combination washer-dryer units and laundry centers

Excluded from the scope of this report are:

- small cooking appliances such as rice cookers, hot plates, and microwave ovens
- miscellaneous household appliances such as air conditioners, vacuum cleaners, hair dryers, and water heaters

About This Report

- consumer electronics such as DVD players, televisions, and computers
- cooking appliances used in outdoor settings, such as wood-burning ovens, grills, and fire pits
- major household appliance accessories such as range hoods
- major household appliance parts such as door assemblies, cooking chambers, and air compressors

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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 [Global Major Household Appliances](#), a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and 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

Table 6 | NAICS & SIC Codes Related to Major Household Appliances

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
335220	Household cooking appliance manufacturing	3631	Household cooking equipment
		3632	Household refrigerators and home and farm freezers
		3633	Household laundry equipment
		3639	Household appliances, NEC

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. 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. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. 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.

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Resources

The Freedonia Group

Global Major Household Appliances

Freedonia Industry Studies

Adhesives & Sealants in the US

Clothes Washers & Dryers in the US

Commercial Refrigeration Equipment in the US

Global Acoustic Insulation

Global E-Commerce

Global Housing

Global HVAC Equipment

Global Water Treatment Equipment & Chemicals

Industrial Fasteners

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Apparel: United States

Demographics: United States

E-Commerce: United States

Electric Motors: United States

Household Cooking Appliances: United States

Household Floor Care Appliances: United States

Laundry & Linen Services: United States

Macroeconomy: United States

Natural Gas: United States

Personal Care Appliances: United States

Sheet Metal: United States

Small Kitchen Appliances: United States

Freedonia Custom Research

Packaged Facts

Amazon Strategies and the Amazon Shopper

Co-Branded and Affinity Cards in the U.S.

Private Label Credit Cards in the U.S.

Trade Publications

Air Conditioning, Heating, and Refrigeration News

ASSEMBLY Magazine

Builder Magazine

Home Furnishing News

About This Report

Kitchen & Bath Business

TWICE

Agencies & Associations

Association of Home Appliance Manufacturers

United Appliance Servicers Association

United States Census Bureau

United States Department of Energy

United States Energy Information Administration

United States Environmental Protection Agency

United States Green Building Council

United States International Trade Commission