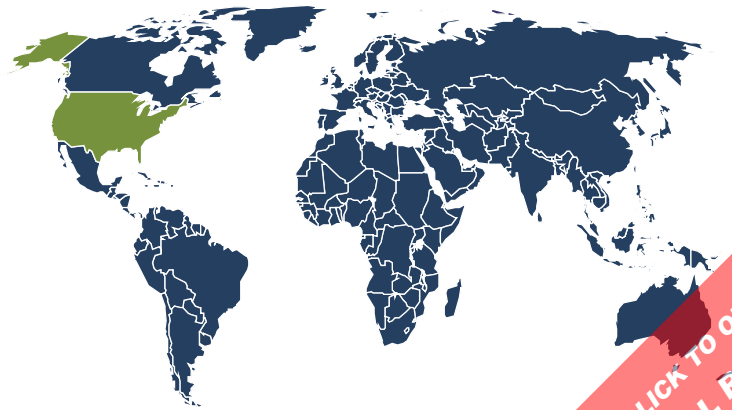


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Household Laundry Equipment: United States

August 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade | Product Distribution
Key Brands and Product Development

Segmentation and Forecasts

Demand | Shipments

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US household laundry equipment demand and shipments in nominal US dollars at the manufacturers' level to 2020; shipments in real (inflation-adjusted) terms are also forecast to 2020. Total demand and total shipments are segmented by product in terms of:

- washers
- dryers.

Parts and attachments for these appliances are included in their respective segments. Portable electric irons are not counted in demand and shipments figures. In addition, commercial washers and dryers are excluded from the scope of this report, as are used/secondhand appliances. Finally, re-exports of household laundry equipment are excluded from demand figures.

To illustrate historical trends, total demand, total shipments, and the various segments are provided in annual series from 2005 to 2015.

This report 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.

Key macroeconomic indicators are also provided with quantified trends. 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

Household Laundry Equipment: United States (FF90027) represents 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 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

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

NAICS/SCIAN 2007 North American Industry Classification System		SIC Standard Industry Codes	
335224	Household Laundry Equipment Mfg	3633	Household Laundry Equipment

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Table of Contents

Section	Page
About This Report	i
Highlights	1
Market Environment	2
Historical Trends.....	2
Chart 1 US Household Laundry Equip Demand Trends, 2005-2015 (US\$ mil)	2
Chart 2 US Household Laundry Equip Shipment Trends, 2005-2015 (US\$ mil).....	3
Key Economic Indicators	4
Table 1 Key Indicators for US Hshld Laundry Equip Demand & Shpts; 2005, 2015, 2020 (US\$ bil).....	4
Trade	5
Chart 3 US Household Laundry Equip Imports by Product, 2005-2015 (US\$ mil).....	5
Chart 4 US Household Laundry Equip Exports by Product, 2005-2015 (US\$ mil).....	6
Product Distribution	7
Key Brands & Product Development	9
Segmentation & Forecasts	11
Demand	11
Chart 5 US Household Laundry Equip Demand by Product; 2005-2015, 2020 (US\$ mil)	11
Washers.....	12
Dryers.....	13
Chart 6 US Household Laundry Equip Demand by Product Share; 2005-2015, 2020 (%)	14
Shipments.....	15
Chart 7 US Household Laundry Equip Nominal Shpts by Prdt; 2005-2015, 2020 (US\$ mil)	15
Chart 8 US Household Laundry Equip Real Shpts; 2005-2015, 2020 (2009US\$ mil)	16
Washers.....	16
Dryers.....	16
Chart 9 US Household Laundry Equip Nominal Shpts by Product Share; 2005-2015, 2020 (%)	17
Industry Structure.....	18
Industry Composition & Characteristics.....	18
Company Profile 1 Electrolux AB	20
Company Profile 2 General Electric Company.....	21
Company Profile 3 Whirlpool Corporation	22
Additional Companies Cited	23
Resources	24

To return here, click on any Freedonia logo or the Table of Contents link in report footers.
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3366 World Major Household Appliances, February 2016

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Trade Publications

American Laundry News

www.americanlaundrynews.com

Appliance Advisor

www.applianceadvisor.com

Appliance Design

www.appliancedesign.com

Chain Store Age

www.chainstoreage.com

Consumer Reports

www.consumerreports.com

Home Furnishings News

www.hfnmag.com

Retailing Today

www.retailingtoday.com

TWICE

www.twice.com

Agencies & Associations

Association of Home Appliance Manufacturers (AHAM)

www.aham.org

China Household Electrical Appliances Association

www.cheaa.org

National Association of Realtors

www.realtor.org

National Association of the Remodeling Industry

www.nari.org

National Retail Federation

www.nrf.com

North American Retail Dealers Association

www.narda.com

United States Department of Commerce

www.commerce.gov

Bureau of Economic Analysis

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