



Freedonia Focus Reports
Global Collection

Global Major Household Appliances

January 2020



CLICK TO ORDER
FULL REPORT
BROCHURE
CLICK TO ORDER
FULL REPORT

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Global Overview & Forecasts	5
Sales by Product	5
Refrigerators	6
Freezers	6
Washing Machines	7
Clothes Dryers	7
Large Cooking Appliances	8
Dishwashers	9
Sales by Market	11
3. Regional Segmentation & Forecasts	13
Regional Production Overview	13
Regional Sales Overview	15
North America	18
Western Europe	20
Asia/Pacific	22
Other Regions	24
Central & South America	25
Eastern Europe	25
Africa/Mideast	26
4. Industry Structure	27
Industry Characteristics	27
Market Share	28
Whirlpool	29
Bosch	29
LG Electronics	30
5. About This Report	31
Scope	31
Sources	32
Industry Codes	32
Freedonia Methodology	33
Resources	35

List of Tables & Figures

Figure 1 Global Major Household Appliance Market Outlook, 2018 – 2023	4
Figure 2 Global Major Household Appliance Sales by Product, 2008 – 2023 (mil units)	5
Table 1 Global Major Household Appliance Sales by Product, 2008 – 2023 (000 units)	5
Figure 3 Global Major Household Appliance Sales by Product, 2008 – 2023 (%)	10
Figure 4 Global Major Household Appliance Sales by Market, 2008 – 2023 (mil units)	11
Table 2 Global Major Household Appliance Sales by Market, 2008 – 2023 (000 units)	11
Figure 5 Global Major Household Appliance Sales by Market, 2008 – 2023 (%)	12
Figure 6 Global Major Household Appliance Production by Region, 2008 – 2023 (mil units)	13
Table 3 Global Major Household Appliance Production by Region, 2008 – 2023 (000 units)	13
Figure 7 Global Major Household Appliance Production by Region, 2008 – 2023 (%)	14
Figure 8 Global Major Household Appliance Sales by Region, 2008 – 2023 (mil units)	15
Table 4 Global Major Household Appliance Sales by Region, 2008 – 2023 (000 units)	15
Figure 9 Global Major Household Appliance Sales by Region, 2008 – 2023 (%)	16
Figure 10 North America: Major Household Appliance Sales by Product, 2008 – 2023 (mil units)	18
Figure 11 North America: Major Household Appliance Sales by Market, 2008 – 2023 (mil units)	18
Table 5 North America: Major Household Appliance Sales by Product & Market, 2008 – 2023 (000 units)	19
Figure 12 Western Europe: Major Household Appliance Sales by Product, 2008 – 2023 (mil units)	20
Figure 13 Western Europe: Major Household Appliance Sales by Market, 2008 – 2023 (mil units)	20
Table 6 Western Europe: Major Household Appliance Sales by Product & Market, 2008 – 2023 (000 units)	21
Figure 14 Asia/Pacific: Major Household Appliance Sales by Product, 2008 – 2023 (mil units)	22
Figure 15 Asia/Pacific: Major Household Appliance Sales by Market, 2008 – 2023 (mil units)	22
Table 7 Asia/Pacific: Major Household Appliance Sales by Product & Market, 2008 – 2023 (000 units)	23
Figure 16 Other Regions: Major Household Appliance Sales by Region, 2008 – 2023 (mil units)	24
Figure 17 Other Regions: Major Household Appliance Sales by Product, 2008 – 2023 (mil units)	24
Table 8 Other Regions: Major Household Appliance Sales by Region & Product, 2008 – 2023 (000 units)	26
Figure 18 Global Major Household Appliance Market Share by Company, 2018 (%)	28
Table 9 Leading Suppliers to the Global Major Household Appliance Market by Product	29
Table 10 NAICS & SIC Codes Related to Major Household Appliances	32
Table 11 HS Codes Related to Major Household Appliances	33

About This Report

Scope

This report forecasts to 2023 global sales of major household appliances by product, market, and major world region in units. Product segments include:

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

Reported markets encompass:

- new
- replacement

World regions include North America, Western Europe, Asia/Pacific, and all other regions.

To illustrate historical trends, world, product, market, and regional sales (including product and market segments) are provided for 2008, 2013, and 2018. Finally, global production is segmented by region and provided for 2008, 2013, 2018, and 2023.

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
- 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

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

Global Major Household Appliances (FW90017) 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 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 10 | 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

About This Report

Table 11 | HS Codes Related to Major Household Appliances

HS Code	Definition
841810	Refrigerators and freezers; combined refrigerator-freezers, fitted with separate external doors, electric or other
841821	Refrigerators; for household use, compression-type, electric or other
841829	Refrigerators; household, electric or not, other than compression-type
841830	Freezers; of the chest type, not exceeding 800l capacity
841840	Freezers; of the upright type, not exceeding 900l capacity
842211	Dishwashing machines; of the household type
845011	Washing machines; household or laundry-type, fully-automatic, (of a dry linen capacity not exceeding 10kg)
845012	Washing machines; household or laundry-type, with built-in centrifugal drier, (not fully-automatic), of a dry linen capacity not exceeding 10kg
845019	Washing machines; household or laundry-type, not fully-automatic, without built-in centrifugal drier, of a dry linen capacity not exceeding 10kg
845020	Washing machines; household or laundry-type, of a dry linen capacity exceeding 10kg
845121	Drying machines; of a dry linen capacity not exceeding 10kg
845129	Drying machines; of a dry linen capacity exceeding 10kg
732111	Cooking appliances and plate warmers; for gas fuel or for both gas and other fuels, of iron or steel
851660	Ovens, cookers, cooking plates, boiling rings, grillers and roasters; of a kind used for domestic purposes (excluding microwaves)

Source: United Nations Statistics Division

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

About This Report

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.

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

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

Global Acoustic Insulation

Global E-Commerce

Global Electric Motors

Global Housing

Global HVAC Equipment

Global Water Treatment Equipment & Chemicals

Freedonia Focus Reports

Household Cooking Appliances: United States

Household Floor Care Appliances: United States

Personal Care Appliances: United States

Sheet Metal: United States

Small Kitchen Appliances: United States

Freedonia Custom Research

Trade Publications

ASSEMBLY Magazine

Builder Magazine

Agencies & Associations

The Appliance Industry Association

Asociacion Nacional Fabricantes e Importadores Electrodomesticos

Association of Home Appliance Manufacturers

Gifam – le groupement des marques d’appareils pour la maison

Natural Resources Canada

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