



Consumer Appliances in Western Europe

September 2024

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Scope

Key findings

REGIONAL OVERVIEW

Western Europe has the third highest regional sales and per capita consumption

Small appliances make up the biggest categories in unit volume terms

Declines, followed by stagnation, expected in the forecast period

Turkey adds the most new sales over 2018-2023

Air treatment products most dynamic in Western Europe in 2018-2023

Air treatment products and personal care appliances add the most new sales

Energy efficiency and multifunctionality among the ongoing trends in 2023

French consumers return to spending on services post-pandemic in 2022 and 2023

Appliances and electronics specialists still the leading distribution channel

E-commerce continues making gains even after nearly doubling its share in the pandemic

Grocery retailers lead sales of small appliances in France

LEADING COMPANIES AND BRANDS

Relatively high levels of concentration in Western European markets

Arçelik and Whirlpool merge their European operations

Germany the main market for more than half of the top 10 companies

No changes among the top five brands in 2023

FORECAST PROJECTIONS

Modest growth expected in the later years of the forecast period in Western Europe

Energy-efficient appliances expected to be in demand

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

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UK: Market Context

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