



Consumer Appliances in the US

November 2025

Table of Contents

Consumer Appliances in the US

EXECUTIVE SUMMARY

Economic pressures reshape consumer appliances in the US

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Tariffs and consumer behaviour shape market dynamics

Economic pressures drive product segmentation

Chart 2 - Midea's U-Shaped Air Conditioner Aims at Affordability and Innovation

Continued demand for refrigeration appliances despite decline

WHAT'S NEXT?

Economic pressures and rising price sensitivity will reshape purchasing patterns

Consumers replace rather than repair appliances as durability declines

Rising energy efficiency drives stronger competition between heat pumps and air conditioners

Chart 3 - Analyst Insight

Chart 4 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands maintain positions through diversified portfolios

Emerging players and innovation drive market dynamics

CHANNELS

E-commerce gains share as consumers prioritise convenience

Specialists appreciated for in-store advice

Small appliances thrive in e-commerce with diverse offerings

PRODUCTS

Multifunctionality and compact design drive innovation

Chart 5 - Air Fryers Increasing Functionality by Adding Self-Cleaning Capabilities

Health and wellness focus influences product development

Chart 6 - The Ninja Detect Blender Combines Smart Features and Multifunctionality

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030

Chart 8 - PEST Analysis in the US 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in the US 2025

Chart 10 - Consumer Landscape in the US 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of dishwashers decline for a second consecutive year

Chart 11 - Key Trends 2025

INDUSTRY PERFORMANCE

Volume sales decline amid economic uncertainty and poor housing market performance

Smart features gain ground as energy efficiency remains key

Chart 12 - Bosch 500 Series Promises Control and Energy Efficiencies

Compact and adaptable designs meet urbanisation needs

Chart 13 - Danby's Countertop Dishwasher is Compact and Targets a Niche Consumer Base

Chart 14 - FOTILE Launches New Concept 3-in-1 Dishwasher in the US Market

WHAT'S NEXT?

Growth expected to resume despite high penetration

Premium built-in dishwashers to lead recovery

Smart and AI-enhanced features to lead product innovation

Chart 15 - Samsung Launches New Concept 3-in-1 Dishwasher in the US Market

Chart 16 - LG Smart Dishwashers Deliver Shorter Cycles and Provide Efficiency

Regulatory uncertainty increases

COMPETITIVE LANDSCAPE

Haier and Whirlpool maintain their lead through domestic production and brand loyalty

CHANNELS

Home products specialists and appliances and electronics specialists drive offline sales

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stability amid economic and trade uncertainty in 2025

Chart 17 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers stretch product lifecycles amid persistent economic uncertainties

Leading brands drive sustainability through energy-efficient laundry solutions

Chart 18 - Electrolux Front-Load Washers and Dryers Emphasise Sustainability

WHAT'S NEXT?

Sustainability and smart AI features set to become increasingly prevalent

Chart 19 - Analyst Insight

Tariff policies heighten uncertainty

Segmented consumer focus to remain an important growth driver

Chart 20 - Hisense Targets Compact Living with Innovative Mini Washer-dryer Combo

COMPETITIVE LANDSCAPE

Leading companies maintain their shares amid economic uncertainty

Tariff pressures lead to price adjustments

Home products specialists leads offline sales channels

PRODUCTS

AI-driven efficiency in laundry appliances

Chart 21 - Samsung Launches AI-Integrated Washers and Dryers Designed to Enhance Efficiency

COUNTRY REPORTS DISCLAIMER

Large Cooking Appliances in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilience for large cooking appliances, with modest but steady growth

Chart 22 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium features enhance value for budget-conscious consumers

Chart 23 - GE Looks to Include a Multitude of Features While Remaining Affordable

Home-cooking habit sustains strong demand for versatile cookers

Segmentation strategy boosts innovation and competitive advantage

WHAT'S NEXT?

Healthier, more sustainable cooking to support sustained growth

Integrated kitchens to drive demand for built-in appliances

Smart technology integration will inform innovation

COMPETITIVE LANDSCAPE

Major brands maintain leadership through loyalty and innovation

CHANNELS

Home products specialists leads distribution as consumers seek expert advice

Seamless omnichannel experience essential for retailers

PRODUCTS

Copper's Charlie oven promotes cleaner power usage and flexibility

Chart 24 - Copper Launches Plug-in Battery Storage Oven to Promote Cleaner Power Usage

Bosch FlameSelect offers precise gas hob control

Chart 25 - Bosch's FlameSelect Cooktop Offers Convenience for Gas Hobs

GE, Bosch, and Samsung lead in terms of innovative features

COUNTRY REPORTS DISCLAIMER

Microwaves in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite volume decline, value growth is driven by premiumisation and multifunctionality

Chart 26 - Key Trends 2025

INDUSTRY PERFORMANCE

Segmented consumer focus driven by budget-conscious consumers

Chart 27 - GE Provides Value Offerings as Consumers Pivot Towards Wallet Conservatism

Chart 28 - Analyst Insight

Premiumisation offers advanced features and technology

Chart 29 - Breville's Combi 3 in 1 Highlights a Premium Multifunctional Offering

WHAT'S NEXT?

Manufacturers emphasise efficiency to reduce running costs

Smart microwave formats growing in appeal amongst US consumers

Trade policy changes and supply chain disruptions pose major threats

COMPETITIVE LANDSCAPE

Haier Group and Sharp Electronics maintain lead through diverse offerings
Segmented consumer offerings support leading companies' positions

CHANNELS

Retail e-commerce leads distribution due to convenience and competitive pricing

PRODUCTS

Panasonic drives multifunctionality with innovative microwave designs
Chart 30 - Panasonic's HomeChef Microwave Promises a Variety of Functions in One Appliance

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and smart features drive sales in US market
Chart 31 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium features drive value sales despite volume decline
Chart 32 - Miele Launches Line of Premium MasterCool Refrigeration Appliances
Cross-vertical partnerships enhance multifunctionality

WHAT'S NEXT?

Smart features and premiumisation set to drive future growth
Chart 33 - LG Plans to Roll Out ThinQ Globally After Seeing Success in US Market
Electric wine coolers/chillers likely to lead growth

COMPETITIVE LANDSCAPE

Haier Group and Whirlpool Corp maintain leadership

CHANNELS

Specialists drive offline sales
E-commerce growth constrained by consumer preferences

COUNTRY REPORTS DISCLAIMER

[Air Conditioners in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite economic uncertainty, demand remains strong
Chart 34 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong market performance as consumer segmentation grows in importance
Chart 35 - GE Launches New Range of Air Conditioners with a Focus on Price Point
Transition to new lower-GWP refrigerant standard, staying power to be determined
Chart 36 - Players Adhere to New Refrigerant Standard, but Staying Power to be Determined

WHAT'S NEXT?

Rising temperatures to drive sales growth for air conditioners

Split air conditioners to see further strong expansion

Eco-friendly innovations and smart technologies to shape future development

Chart 37 - Analyst Insight

COMPETITIVE LANDSCAPE

Haier Group maintains its lead while Midea faces recall

Daikin-Copeland joint venture for the US market

Chart 38 - Eco-conscious and Efficient Options Weigh Heavily on HVAC

CHANNELS

Retail e-commerce leads air conditioner distribution through convenience

Home products specialists and hypermarkets remain significant distribution channels

COUNTRY REPORTS DISCLAIMER

[Heat Pumps in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Air to water heat pumps dominates through affordability and eco-conscious appeal

Chart 39 - Key Trends 2025

INDUSTRY PERFORMANCE

Heat pumps gains share from HVAC systems through incentives and affordability

Lennox technology improves performance in colder climates

Chart 40 - Lennox Innovation Counters Efficiency Concerns for Colder Climates

Consumers choose air to water heat pumps to reduce bills and environmental impact

WHAT'S NEXT?

Demographic trends and rising incomes expected to support growth moving forward

Sustainability and savings to drive preference for air to water heat pumps

Chart 41 - Analyst Insight

Tax credits boost appeal of energy efficient heat pumps

COMPETITIVE LANDSCAPE

Dandelion Energy simplifies geothermal installation with direct consumer model

Chart 42 - Dandelion Energy Leverages Geothermal Efficiencies to Scale the Geo Heat Pump

Jetson Home disrupts the installation model with integrated heat pump platform

CHANNELS

Technical complexity makes installation via professional contractors preferred

Retail e-commerce supported by DIY sales and wide product selection

PRODUCTS

Lower GWP refrigerant enhances Daikin's cold weather performance

Chart 43 - Daikin Tackles Cold Climate Limits with New Water-Source Model

Lennox launch addresses concerns about heat pump performance in sub-zero temperatures

COUNTRY REPORTS DISCLAIMER

[Food Preparation Appliances in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for multifunctional appliances fuels steady growth

Chart 44 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers demand formats that support simplified and healthier home cooking

Chart 45 - Analyst Insight

Multifunctional features and innovation drive sales and growth for blenders

WHAT'S NEXT?

Convenience and healthier cooking to shape future innovation

Kitchen robots challenge traditional appliances with automation

Polarisation as the budget and premium segments expand simultaneously

COMPETITIVE LANDSCAPE

Top brands maintain leadership through innovation and trust

Chart 46 - Ninja Launches its New Detect Power Pro Blender with BlendSense Technology

Bella boosts brand visibility with innovative compact kitchenware

CHANNELS

Retail e-commerce drives sales with convenience and competitive pricing

Hypermarkets and warehouse clubs remain notable offline channels

PRODUCTS

Vitamix's Ascent X combines performance with smart features

Chart 47 - Vitamix Launches its Ascent X Series Blender with Smart Features and Multiple Presets

New KitchenAid blender enhances control and supports healthier meal preparation

Chart 48 - KitchenAid Launches Blender with Hot/Cold Capability and a Wide Range of Textures

COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for advanced and health-focused beauty and personal care devices grows

Chart 49 - Key Trends 2025

INDUSTRY PERFORMANCE

Cautious spending supports growth in multifunctional appliances

High-end hair care appliances with a health focus offer strong avenue for growth

Chart 50 - Dyson Supersonic r™ Hair Dryer: Bringing Professional Hairstyling Home

Oral care appliances benefits from thriving preventive health trend

WHAT'S NEXT?

Health and wellness focus set to intensify

Demand for multifunctionality here to stay

Smart features and health trends to shape future business strategies

COMPETITIVE LANDSCAPE

Dyson and SharkNinja drive new launches

Chart 51 - Shark Launches Limited-Edition Lightweight Multitasking Hair Dryer

CHANNELS

E-commerce dominates distribution of personal care appliances
Hypermarkets and health and beauty specialists remain stable

PRODUCTS

Rising demand for multifunctional personal care appliances
AI drives notable change in hair care appliances
Chart 52 - Dyson Launches its Latest Intelligent Multi-Styler Hair Dryer

COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth driven by multifunctionality and premium features
Chart 53 - Key Trends 2025

INDUSTRY PERFORMANCE

Demand for both value and premium models fuels growth
Air fryers grows with demand for multifunctional healthy cooking products

WHAT'S NEXT?

Steady growth to be driven by health-conscious cooking solutions
Smart features and digital commerce to shape category landscape
Polarised market divides budget and premium shoppers

COMPETITIVE LANDSCAPE

E-commerce fuels competition with innovative online brands
New entrants and innovation drive competition and opportunities
Chart 54 - Analyst Insight

CHANNELS

Consumers continue to shift online in search of most favourable prices
Appliances and electronics specialists thrive by offering expert advice

PRODUCTS

GE's podless coffee machine exemplifies smart AI integration
Chart 55 - GE Expands its Portfolio With AI-Powered Coffee Maker
Philips Airfryer 3000 supports healthier cooking at home
Chart 56 - New Philips Airfryer 3000 Series Single Basket Simplifies Healthy Cooking
Ninja innovates with compact, multifunctional Crispi air fryer
Chart 57 - Ninja Crisp 4-in-1 Portable Air Fryer Offers Multifunctional Usage

COUNTRY REPORTS DISCLAIMER

[Vacuum Cleaners in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest growth in sales driven by affordability, innovation, and smart technology trends
Chart 58 - Key Trends 2025

INDUSTRY PERFORMANCE

Trade tariffs and supply chain disruptions limit volume growth

Affordability and strategic pricing sustain appeal

Chart 59 - Hoover's Affordable Handheld Vacuum Targets Niche Consumer Segments

Advanced technology meets consumer demand for efficiency

WHAT'S NEXT?

Smart technology adoption to propel growth in robotic vacuum cleaners

Sustainability and smart technology drives innovation

COMPETITIVE LANDSCAPE

Bissell and SharkNinja lead moderately concentrated landscape

Chart 60 - Robotic Offerings by Ecovacs Promise Sustainable Performance Through Increased Efficiency

Innovation and adaption sustain leading brands' positions

SharkNinja shifts production to avoid tariffs and reduce costs

CHANNELS

E-commerce benefits from competitive pricing and product variety

Tarif policies may impact e-commerce share in favour of offline retailers

PRODUCTS

Sustainability and energy efficiency shape innovation

Chart 61 - Analyst Insight

Portable models attract urban consumers through versatility

Chart 62 - Dyson's Cordless Stick: A Multifunctional Tech Offering

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-the-us/report.