



**Euromonitor
International**

Top Five Trends in Major Appliances

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TOP FIVE TRENDS IN MAJOR APPLIANCES

Our expert's view of Major Appliances in 2024

TOP FIVE TRENDS IN MAJOR APPLIANCES

Key findings

INTRODUCTION

AI homes and servitisation are potential market changers

Top five trends in Major Appliances

Top five trends uncovered

THE SHIFT FROM SMART TO AI APPLIANCES

Smart appliances are now being rebranded as AI appliances

Even smaller brands such as Liebherr and Asko were showcasing AI at IFA 2024

AI adoption will be essential for value-driven innovation

BEKO CORP EMERGES AS THE NUMBER TWO COMPANY IN THE WORLD

Arçelik's strategic leap: Acquiring Whirlpool's operations to boost global presence

Beko Corp's rise: Regional brands to global power

SUSTAINABILITY THROUGH AI AND CIRCULARITY

AI and circularity will bring appliance sustainability to the next level

Haier recycling plant

Miele circularity

AI and circularity: Future of sustainable appliances

SERVITISATION AND ELEVATING THE CUSTOMER EXPERIENCE

Servitisation will increase consumer brand loyalty and switching costs

LG's O2O services is part of its Home as a Service (HaaS) focus

Driving loyalty, profits and brand value through recurring revenue models

SHIFTING FOCUS TOWARDS DIRECT SALES AND A SUBSCRIPTION MODEL

Revolutionising appliance sales: The rise of subscription models

LG's subscription success: Convenience, growth and loyalty redefined

Transforming customer relationships: Growth of appliance subscription models

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