



Euromonitor
International

Top Five Trends in Small Appliances

April 2025

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THE WORLD MARKET FOR SMALL APPLIANCES

Our expert's view of Small Appliances in 2024

Key findings

INTRODUCTION

Markets in the Global South continue to drive volume growth

Top five trends in Small Appliances

INTRODUCTION AND OVERVIEW

Top five trends uncovered

THE SHIFT FROM SMART TO AI APPLIANCES

Smart appliances are now being rebranded as AI appliances

LG unveils new ARTCOOL AI Air: Stylish, AI-driven comfort and efficiency

AI integration will be a key brand differentiator, leading to market growth

SHARKNINJA CONTINUES TO WIN MARKET SHARE FROM ESTABLISHED BRANDS

SharkNinja continues to leverage its “affordable premium” tag to grow share

SN aims to launch in two new categories every year: one product in each brand

SharkNinja's rapid innovation: A competitive advantage

SUSTAINABILITY THROUGH AI AND CIRCULARITY

AI and circularity will bring appliance sustainability to the next level

Groupe SEB's circularity

Miele circularity

AI and circularity: Future of sustainable appliances

SERVITISATION AND ELEVATING THE CUSTOMER EXPERIENCE

Servitisation will increase consumer brand loyalty and switching costs

Panasonic's foodable

LG's O2O services are 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

BlueMovement: Enables consumers to try a product before buying it

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

Transforming customer relationships: Growth of appliance subscription models

CONCLUSION

Future implications

CONCLUSION

Opportunities for growth

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