

# Demand Volatility in The Consumer Appliances Market In 2020 . A Follow on Report

July 2021

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## INTRODUCTION

Scope

2020 consumer appliance overview

## BACKGROUND

2020 in the making: Global consumer appliances market

Fluctuating year for companies

Consumer appliances May 2021 data revision exercise

Consumer appliances in context (revised in June 2021)

## MAJOR APPLIANCES UPDATE

Major appliances May 2021 data revision exercise

Major appliances market declines, but not as much as expected

Major appliances: Growth and per household consumption by category

Overview: Region size and growth by category in 2020

Overview: Category size and growth by region in 2020

Electronics and appliance specialist retailers remains the leading channel

Examining five trends shaping major appliances

## SMALL APPLIANCES UPDATE

Small appliances May 2021 data revision exercise

Small appliances market declines slightly in 2020

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Overview: Region size and growth by category in 2020

Overview: Category size and growth by region in 2020

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Examining five trends shaping small appliances

## Q2 2021 MACROECONOMIC UPDATE

Global baseline outlook: Faster recovery expected

Uncertainty continues to decline but remains significant

Real GDP annual growth forecasts and revisions from last quarter, AE

## Q2 2021 MACROECONOMIC UPDATE

Real GDP annual growth forecasts and revisions from last quarter, EMDE

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