

FutureSource: Demand for Smarter Appliances Accelerating

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The appliances market is set for "rapid roll-out" of smart-enabled white goods, FutureSource reports-- opening a door to vendors providing services linked to such products.



"Manufacturers are now focusing on the inclusion of smart features and we anticipate that half of all home appliances that ship in 2021 will offer online connectivity," the analyst says. "For example LG and Hoover have committed to implementing connectivity within all their appliances this year. Other major players such as Bosch and Samsung have announced plans to follow suit by 2020."

Futuresource adds such growth brings an opportunity in services such as diagnostics and maintenance, management and ordering of consumables, improved fabric care and even enhanced cooking experiences. It also points out that while ASPs are declining mature markets are moving towards higher-end devices, and smart feature uptake should help stabilise prices.

Appliance shipments in 2016 are on the up, reaching 247 million with 4% growth. The analyst expects growth will continue over the next 5 years, for a market worth \$85 billion per year. Growth in W. Europe totals 3%, "solid" performance outstripped by emerging Asian and African markets where some customers are buying appliances for the first time.

In terms of vendors, Whirlpool, Electrolux and Haier dominate the domestic appliances global market in 2016, with combined market share reaching over 40%.

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