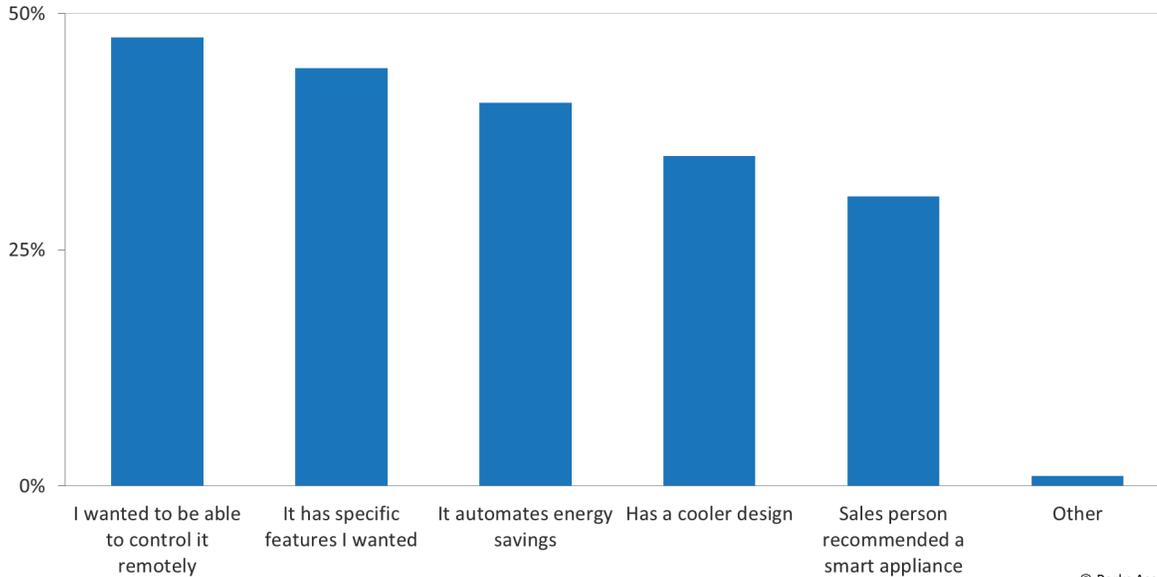


Reasons for Purchasing Smart Major Appliance Over Traditional Appliance



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Smart Product Market Assessments provide a comprehensive and deep analysis of a single smart product market. Parks Associates analysts identify key market drivers and barriers and assess market growth via topline market forecasts.

This research also includes consumer data for smart appliances, including trending data across years and deep dive questions on smart appliances usage, pain points, and preferences.

Key questions addressed:

- What are the key brands in the smart appliances market?
- What are the top connected platforms across appliance categories?
- How do smart appliances impact energy usage and consumer health?
- What are the adoption trends for smart appliances since 2019?
- What is the buyer journey and purchase intentions for smart appliances?
- What are consumers' feature preferences and their user experience with smart appliances?

Number of Slides: 71

CONTENTS

Survey Methodology and Definitions

Key Terms and Definition

Key Product Categories

Executive Summary

- Industry Insight
- Smart Appliance Ownership
- Smart Appliance Buyer
- Smart Appliance Purchase Intention
- Active Shopper
- Smart Major Appliance Ownership

Market Landscape and Key Competitors

- Key Market Trend: Energy Efficiency
- Key Market Trend: Health and Wellness
- Top Smart Appliance Platforms
- Smart Refrigerator Market Trends and Features
- Smart Refrigerators - Competitive Landscape
- Smart Dishwasher Market Trends and Features
- Smart Dishwashers - Competitive Landscape
- Smart Clothes Washers & Dryers - Market Trends and Features
- Smart Clothes Washers and Dryers - Competitive Landscape
- Smart Wall Oven/Range - Market Trends and Features
- Smart Wall Ovens - Competitive Landscape

Smart Appliances Adoption

- Smart Major Appliance Adoption
- Number of Smart Major Appliance Owned

- By Age
- By Income
- By Type of Home
- By Children at Home
- By Tech Adoption
- By Ethnicity

Purchase Journey and Intention to Buy

- Smart Major Appliance Purchases
- Purchase Intention: Smart Major Appliance
- Average Cost of Smart Major Appliance
- Model Preference: Traditional vs. Smart
- Major Appliance Purchase Intentions: Traditional and Smart
- Reasons for Purchasing Smart Major Appliance over Traditional Appliance
- Reasons for Not Purchasing Smart Major Appliance
- Factors to Increase Smart Major Appliance Purchase Likelihood Among Appliance Purchase Intenders
- Smart Major Appliances: Top Brands Owned
- Smart Appliance Installation Method Among Units Acquired
- Primary Control Method of Smart Major Appliance

Feature Preferences and User Experience

- Smart Major Appliance Capabilities
- Features of Smart Refrigerator
- Important Features of Smart Refrigerators
- Must-Have Smart Refrigerator Features of Respondents with Children in Home vs. No Children in Home
- Features of Smart Range/Cooktop/Oven
- Important Features of Range/Cooktop/Oven

- Must-Have Smart Oven/Ranges of Respondents with Children in Home vs. No Children in Home
- Features of Smart Clothes Washer/Dryer
- Important Features of Smart Clothes Washer/Dryer
- Must-Have Smart Washer/Dryers of Respondents with Children in Home vs. No Children in Home
- Features of Smart Dishwasher
- Important Features of Smart Dishwasher
- High Interest on Automatic Replacement/Refills Service for Smart Major Appliance
- Preferred Charge Method for Automatic Replacement/Refill Service
- Valuable Tools of Home Energy Consumption Management
- Willingness to Adjust Home Devices During Peak Periods by Smart Major Appliance Ownership
- Willingness to Allow Manufacturers/Utility to Adjust Smart Energy Products During Peak Periods by Smart Major Appliance Ownership

- US Forecast - Smart Clothes Washers
- US Revenue Forecast - Smart Clothes Washers
- US Forecast - Smart Dryers
- US Revenue Forecast - Smart Dryers

Appendix

US Market Sizing Summary

- Smart Appliances Forecasts
- Market Drivers
- Market Barriers
- US Forecast - Smart Refrigerators
- US Revenue Forecast - Smart Refrigerators
- US Forecast - Smart Dishwashers
- US Revenue Forecast - Smart Dishwashers
- US Forecast - Smart Ovens
- US Revenue Forecast - Smart Ovens
- US Forecast - Smart Ranges
- US Revenue Forecast - Smart Ranges

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