



Sweden:

Report on the 2022 market for Domestic Appliances

Table of content

- Total Market Sweden
- Total MDA incl. Product segments
- Total SDA incl. Product segments
- Value/volume comparison
- A few category plusses
- Comparision 2022 vs. 2019
 - Total market
 - MDA segments
 - SDA segments

APPLiA - market December / 2022

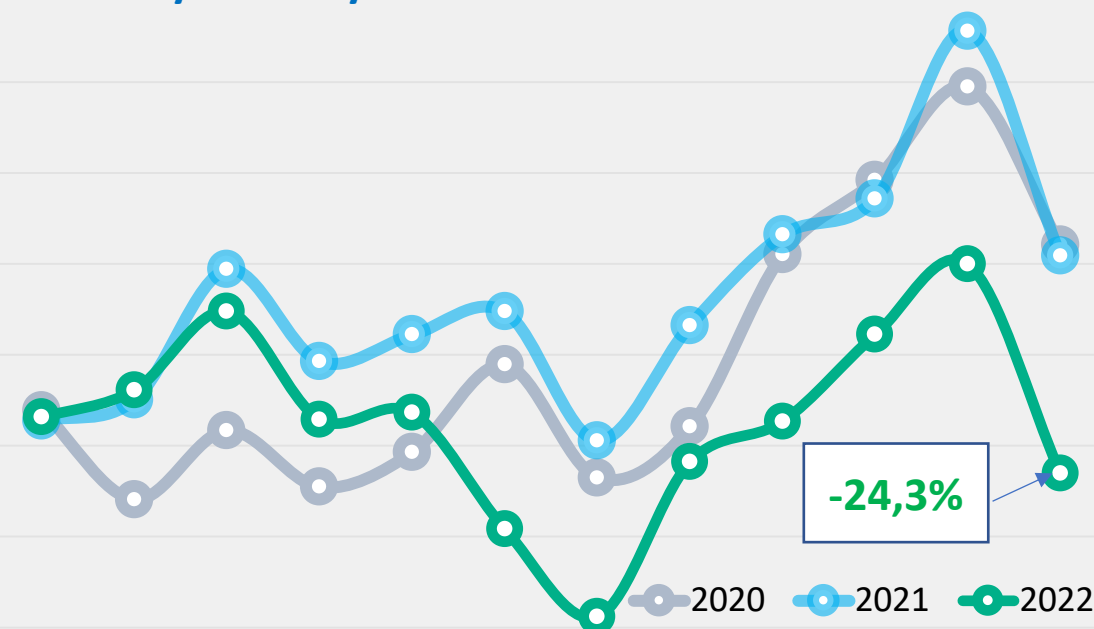


MDA+SDA (value)

Dec '22
-24,3%

YTD '22
-13,3%

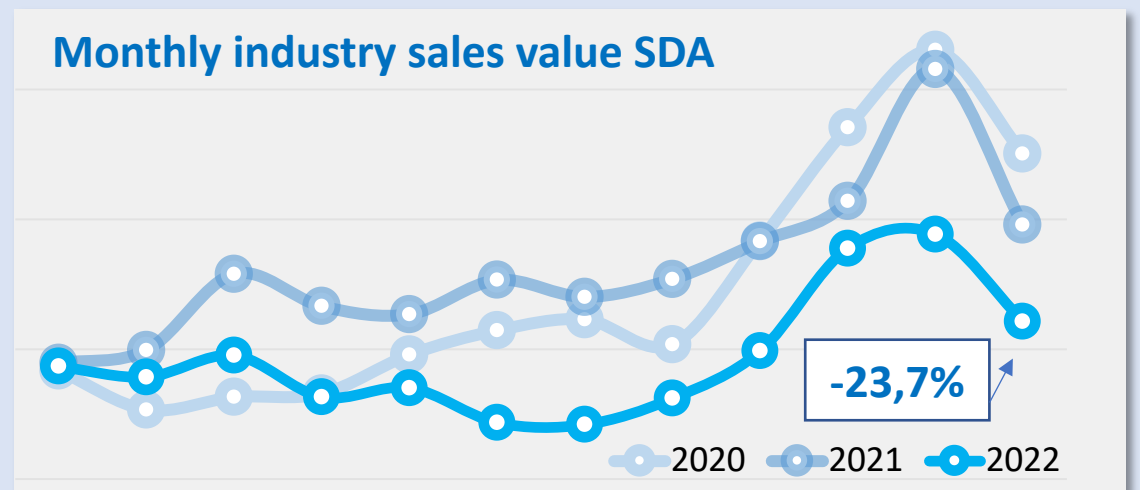
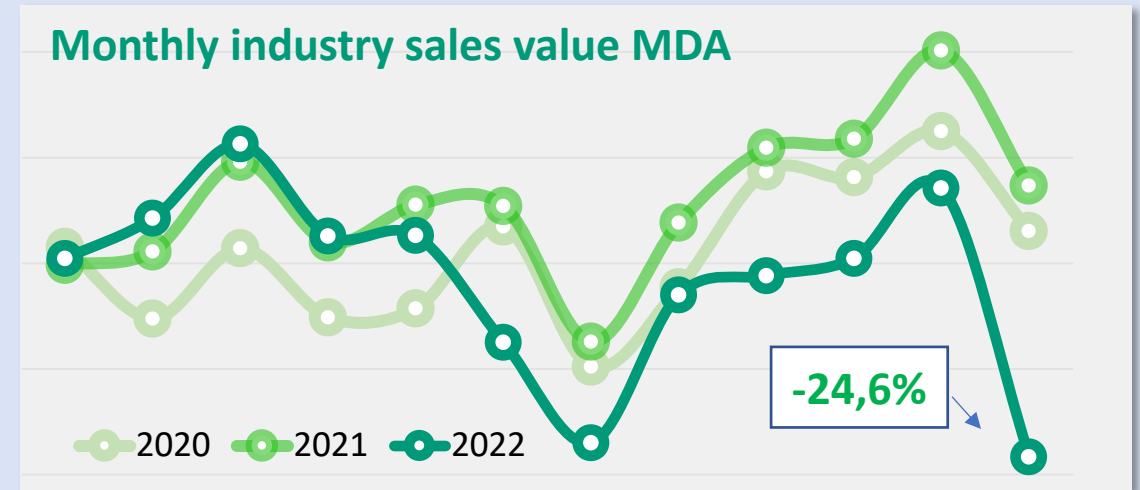
Monthly industry sales value total MDA+SDA



MDA – Major Domestic Appliances (vitvaror)
SDA – Small Domestic Appliances (hushållsapparater)

Source: APPLiA-branschstatistik

APPLiA - market December / 2022



MDA – Major Domestic Appliances (vitvaror)
SDA – Small Domestic Appliances (hushållsapparater)

MDA

APPLiA-market December / 2022



MDA (value)

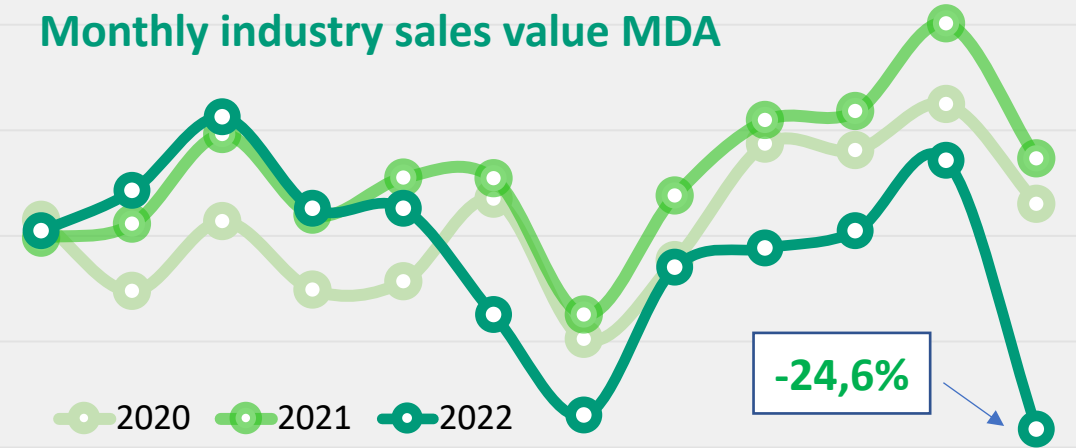
Dec '22

-24,6%

YTD '22

-9,7%

Monthly industry sales value MDA



Product segment YTD



-13,1%

Cooling



-10,6%

Wash & Dry



+1,1%

Hoods



-10,3%

Cookers



-2,8%

Dishwashers

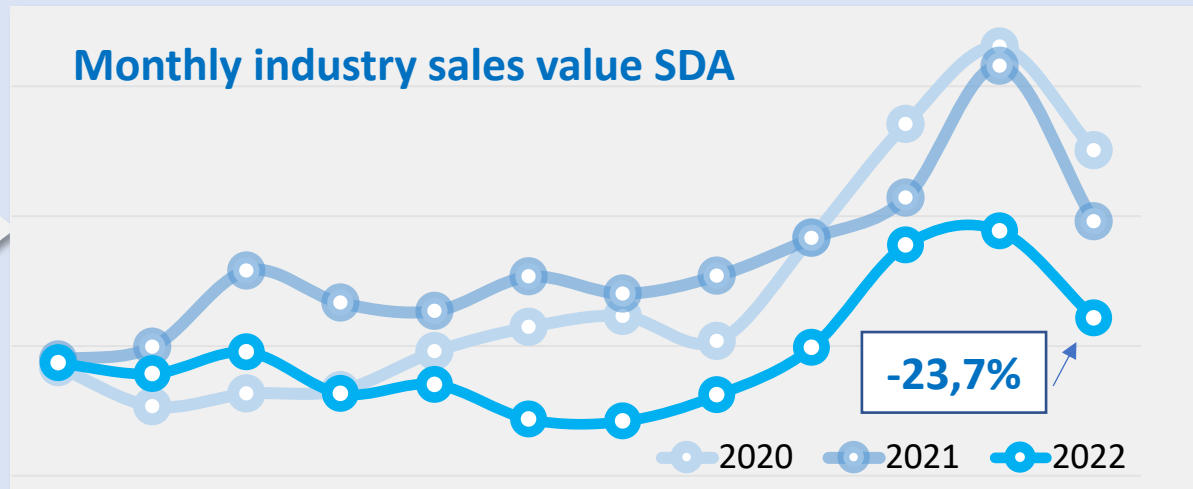


-9,5%

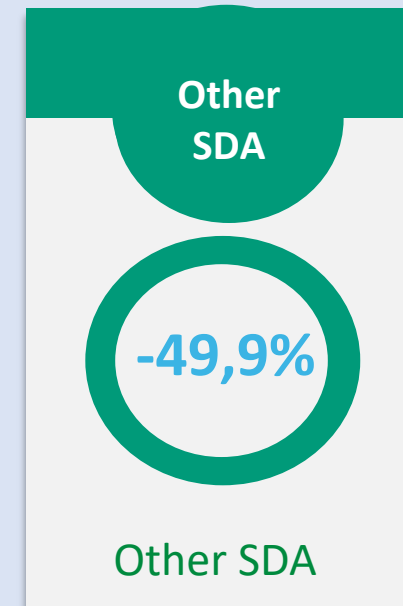
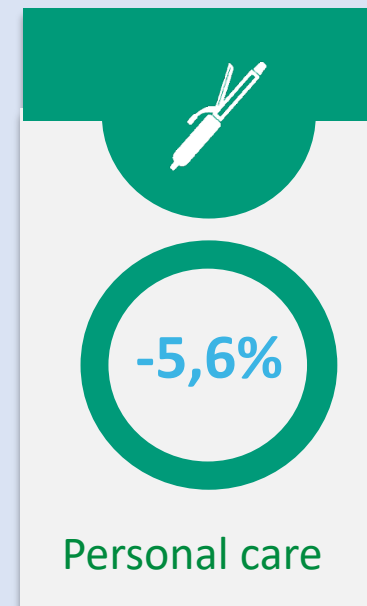
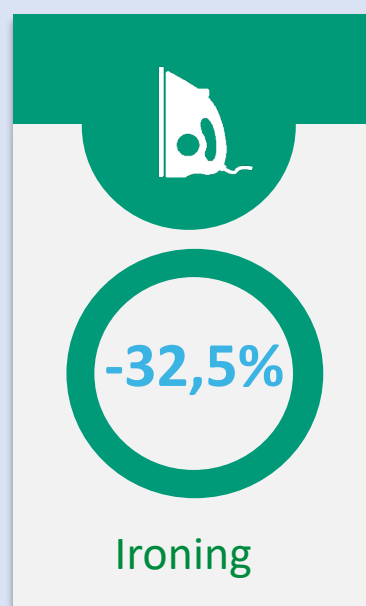
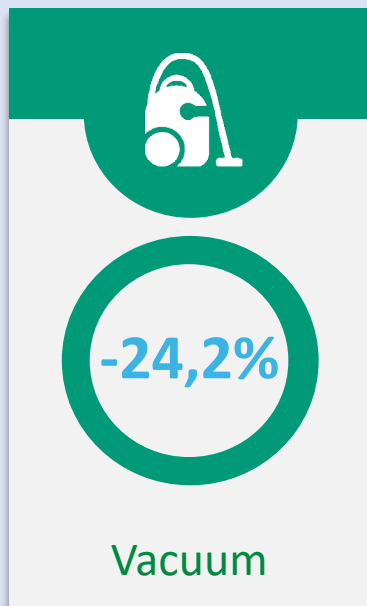
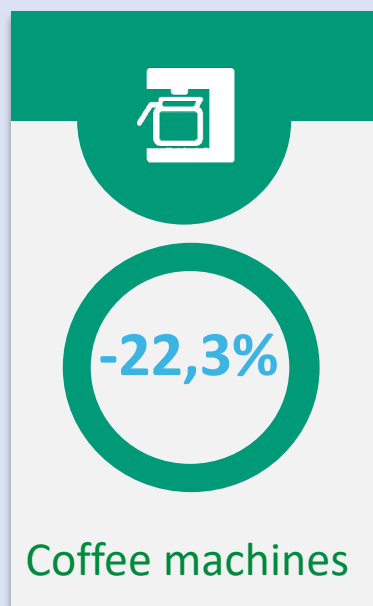
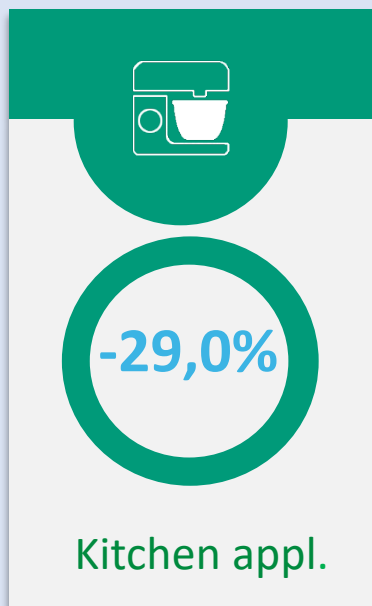
Micro wave

SDA

APPLiA-market December / 2022



Product segment YTD



APPLiA - market full year 2022



MDA

Volume

-8,4

Value

-9,7

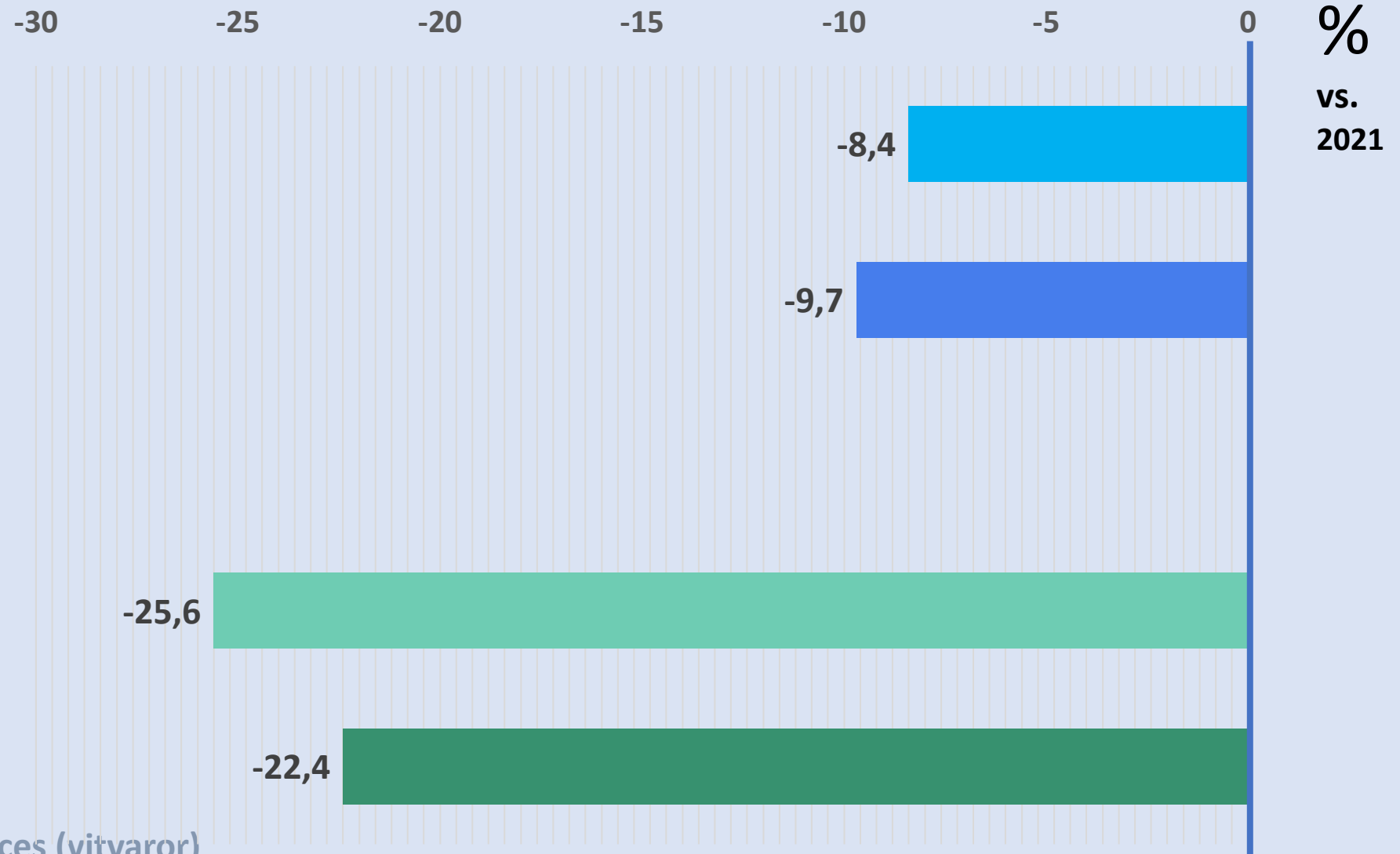
SDA

Volume

-25,6

Value

-22,4



MDA – Major Domestic Appliances (vitvaror)

SDA – Small Domestic Appliances (hushållsapparater)

Source: APPLiA-branschstatistik

APPLiA - market full year 2022




A few positive (value-) categories vs. 2021

| | |
|---------------------------|-----------|
| Built-in fridges | + 8,5 % * |
| Built-in freezers | +15,1 % |
| Fridges w/ multiple doors | + 6,1 % * |
| Hoods all | + 1,1 % |
| Built-in ovens | + 3,1 % |
| | |
| Kettles | + 2,6 % |
| Hair care | + 1,5 % |
| Oral care | + 2,3 % |



APPLiA - market 2022 vs. 2019

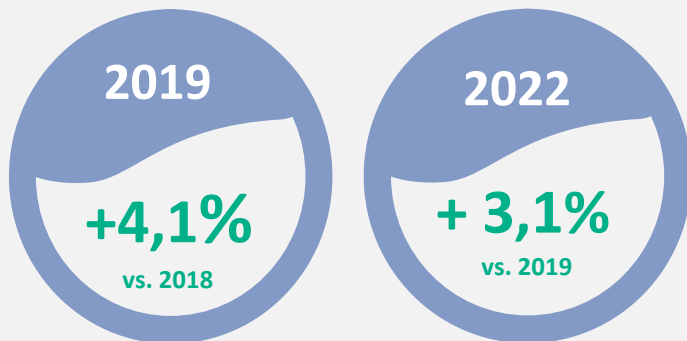


Year 2022 compared with 2019 – a comparable year prior to the pandemic.

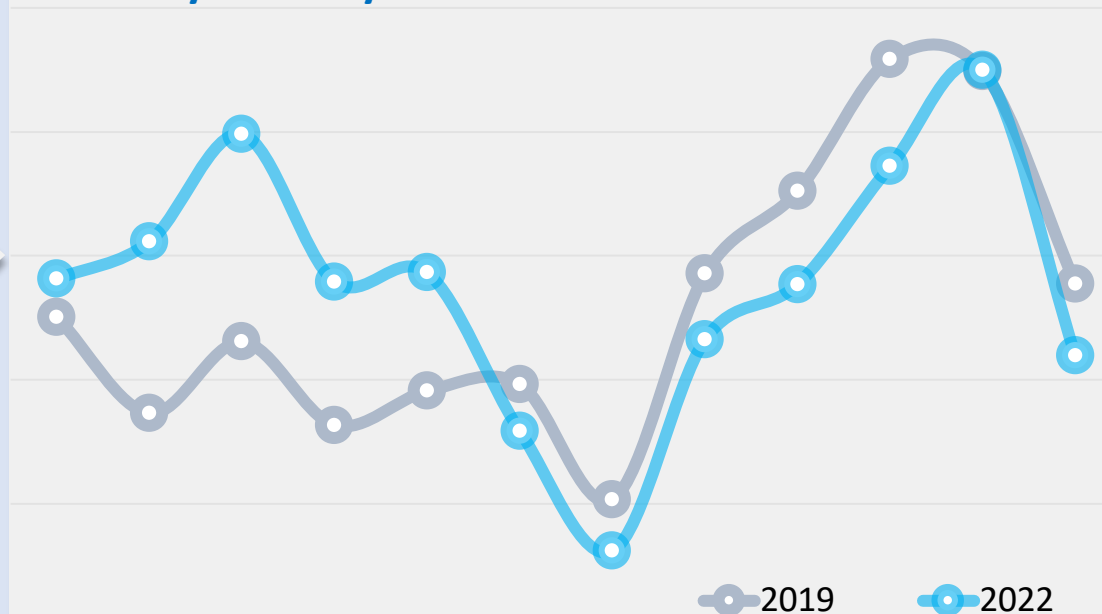
APPLiA - market 2022 vs. 2019



MDA+SDA (value)



Monthly industry sales value total MDA+SDA



MDA – Major Domestic Appliances (vitvaror)
SDA – Small Domestic Appliances (hushållsapparater)

Source: APPLiA-branschstatistik

MDA

APPLiA-market 2022 vs. 2019



MDA (value)

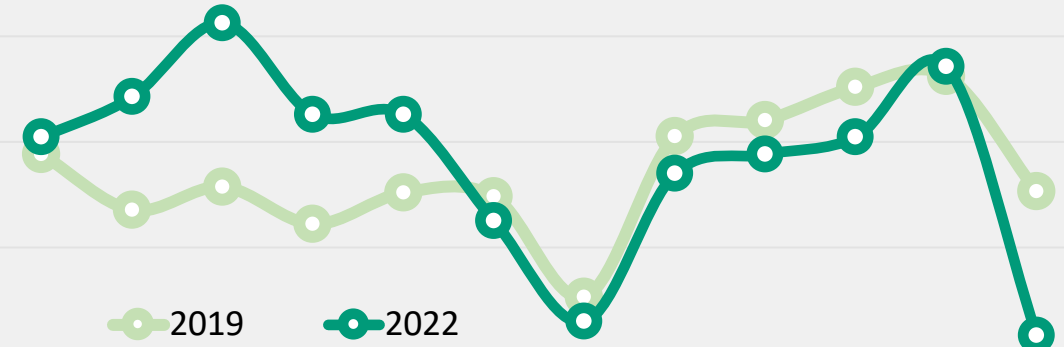
2019

- 0,2%
VS. 2018

2022

+ 4,1%
VS. 2019

Monthly industry sales value MDA



Product segment YTD vs 2019



+ 2,3%

Cooling



- 6,0%

Wash & Dry



+16,8%

Hoods



+ 6,1%

Cookers



+ 4,8%

Dishwashers

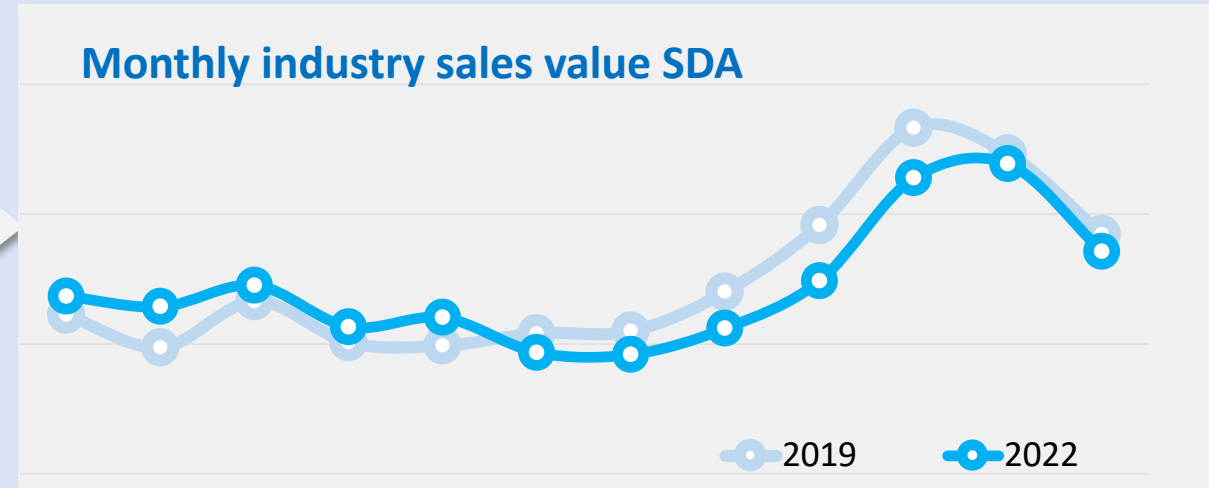
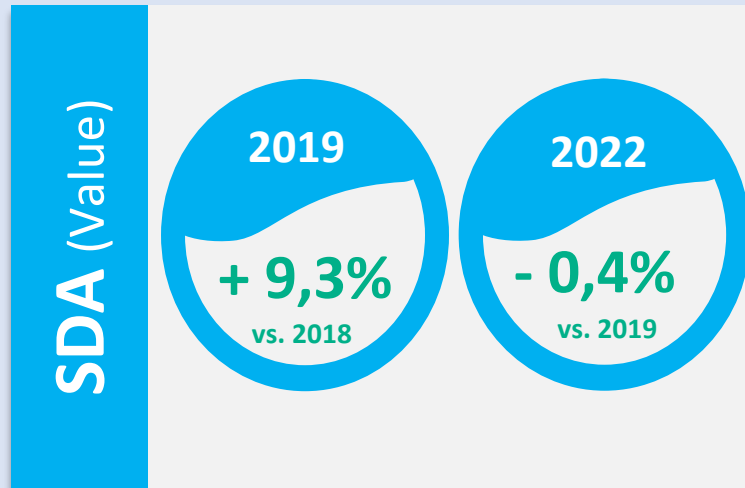


+ 3,2%

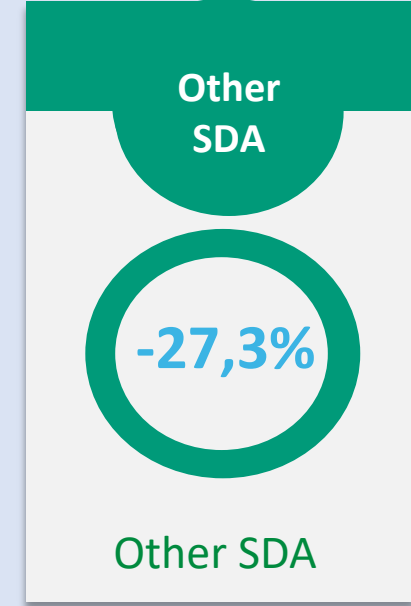
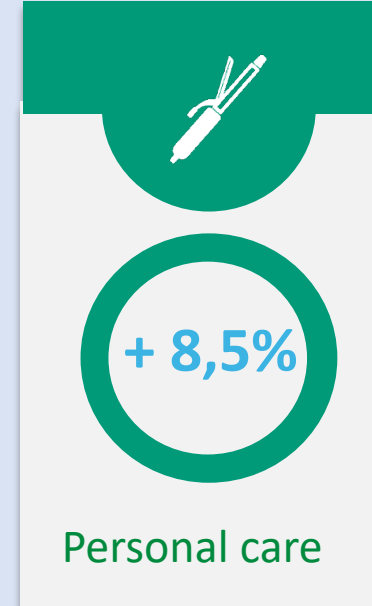
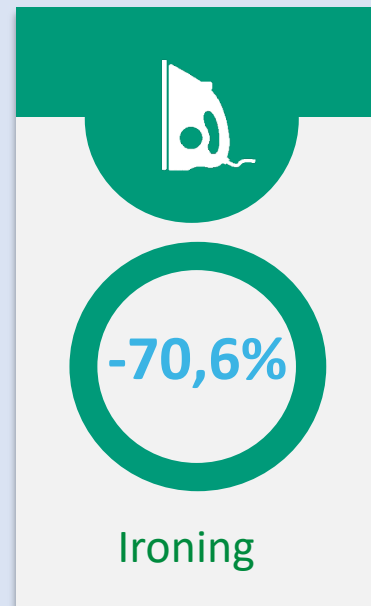
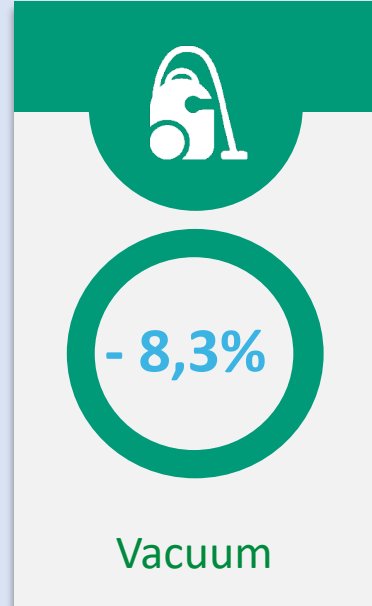
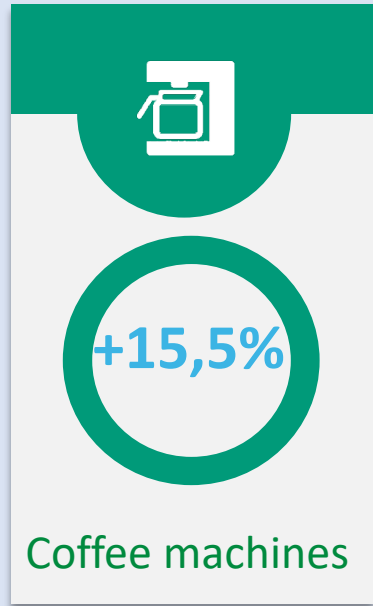
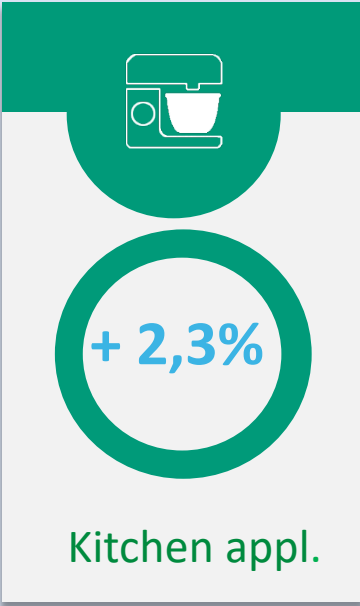
Micro wave

SDA

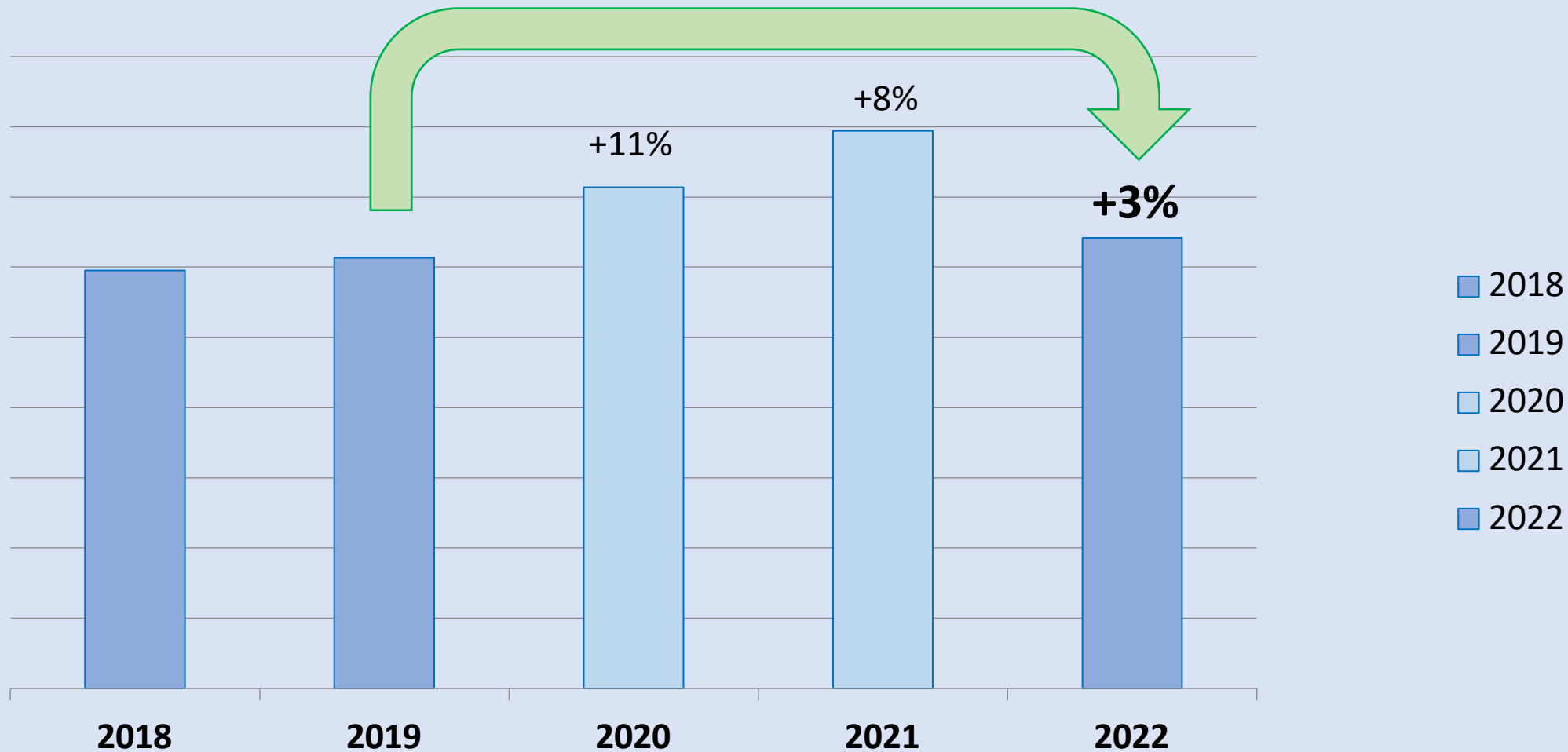
APPLiA-market 2022 vs. 2019



Product segment YTD vs. 2019



APPLiA - market 2022 vs. 2019



APPLiA - market 2022

APPLiA – Home Appliances Sweden - är branschorganisationen för tillverkare och importörer av elektriska hushållsmaskiner. Bransch-sortimentet utgörs av vitvaror och hushållsapparater i huvudsak för hushåll men också för t.ex. bygg- och fastighetsbransch och andra användningsområden.

Medlemsföretagen svarar för den helt övervägande delen av hushållsmaskinsmarknaden och har en marknadstäckning på drygt 90%. Totalomsättningen i detaljhandelsledet av branschens produkter under 2021 uppgick till ca 23 miljarder kronor i konsumentvärde.

APPLiA's uppgift är att bevaka utvecklingen, driva branschfrågor, etablera samarbeten och ge information till branschen, riksdag, departement, andra myndigheter, utbildningsinstanser och övriga organisationer. APPLiA ingår i Teknikföretagens Branschgrupp.

APPLiA
Home Appliances Sweden



Rapporten sammanställd av
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