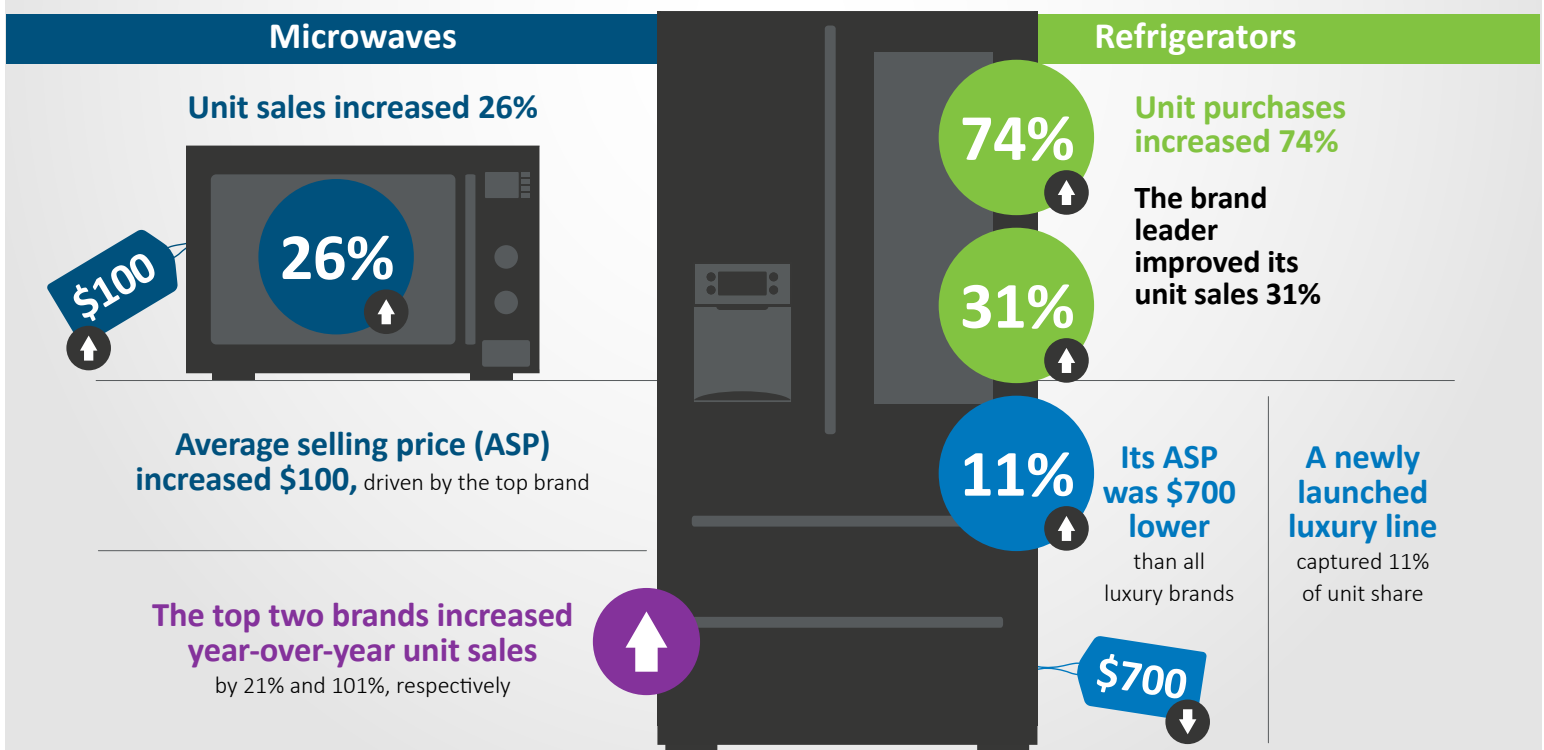


The Cost of Winning in Luxury Appliances

The difference between winning and losing in the luxury appliance market could come down to small details about your pricing strategy. Growing market share requires U.S. retailers and manufacturers to understand the trends for their own products and how they compare to the competition. **Take a closer look at what we're seeing ...**



Our new **Luxury Appliance Snapshot** report provides visibility into the top luxury appliance brands, making it possible to benchmark your performance. It's how to monitor trends and understand ASPs so you can adjust your pricing strategy and win market share.

Source: The NPD Group/Retail Tracking Service, 12 ME January 2022

Want more insights like this? Contact jocelynn.griffis@npd.com.

