Bright Spots in Kitchen Appliances

It’s never been more important to understand what’s selling, where, and at what price. That’s why we’ve expanded our Retail Tracking Service to give you the most comprehensive view of major appliances in the U.S. Our data now reports on all brands in the industry, including laundry and new kitchen categories and subcategories. Take a closer look at what our expanded coverage shows ...

- **French door refrigerators**
  - 60% of the total cooling category — a $2.5 billion market — was driven by French door refrigerators
  - The average sales price (ASP) of a French door refrigerator is $2,281, an increase of $60 versus last year

- **Microwaves**
  - Microwaves were a $338 million category, growing sales 6% versus last year
  - Over 80% of microwaves purchased were over-the-range format

- **Ranges**
  - Ranges were the predominant subcategory in total cooking, accounting for $1.3 billion in sales
  - Gas ranges were slightly more popular than electric ranges, despite an ASP $400 higher

- **Dishwashers**
  - Dishwashers were a $900 million category, increasing sales 10% compared to last year
  - The unit price of a dishwasher was $750, a $60 increase versus last year

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New technologies and buying behaviors are driving unprecedented changes in retail. Our enhanced Retail Tracking Service provides the insights you need to capture share and stay competitive in the marketplace.

Source: The NPD Group/Retail Tracking Service, U.S., 12ME May 2022 vs. YA

Want more insights like this? Contact Jocelynn Griffis at 631-553-7396 or jocelynn.griffis@npd.com.