

2024 eCommerce Guide

eCommerce Benchmarks  
& Insights for Multichannel

# HOME APPLIANCE BRANDS

How MikMak Helps Home Appliance  
Brands Grow, Commerce-First

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*MikMak*



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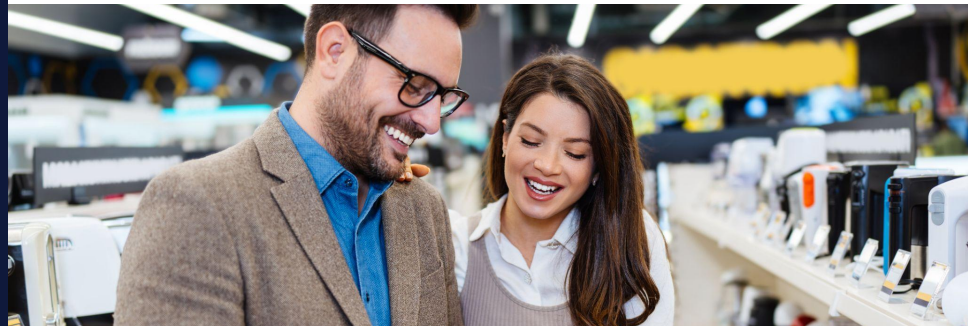
In this report, we will examine the trends of four major markets for Home Appliance eCommerce: the U.S., the U.K., France, and Germany. Using data collected from The MikMak Shopping Index, we can discover new insights about the ways consumers are shopping and what brands should prepare for in the future.

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# Global Overview: eCommerce for Home Appliances is rapidly growing, understanding the trends is vital

According to [360iResearch](#), the eCommerce Home Appliances Market size was estimated at USD 70.88 billion in 2023 and is expected to reach USD 79.1 billion in 2024, and is expected to grow to USD 157.5 billion by 2030.

## E-commerce Household Appliances Market



# Home Appliance eCommerce in the U.S.

The U.S. Home Appliances eCommerce market is predicted to reach US\$53,027.4 million by 2024 and is expected to keep climbing to US\$69,243.2 million by 2028, according to [ECDB](#)

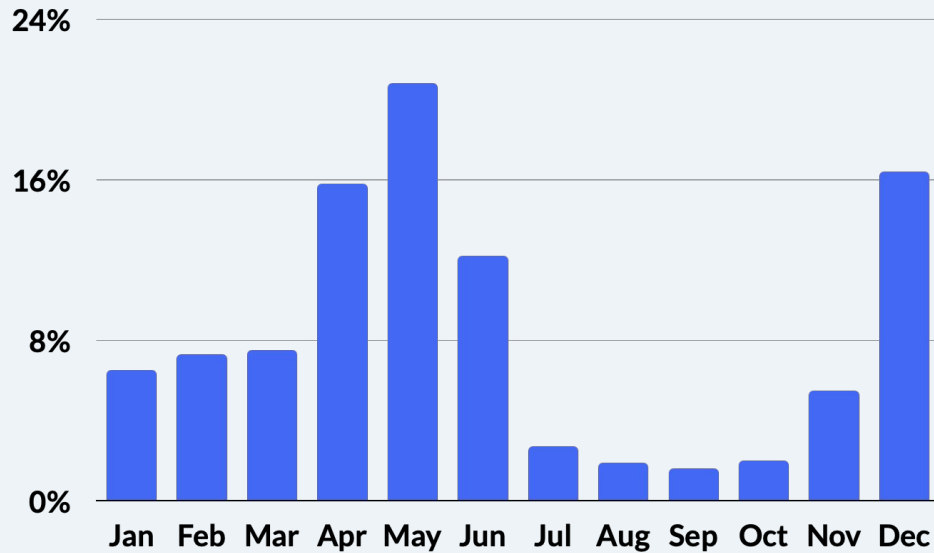
In the U.S. Home Appliances retail market, [the online share is 58.1 percent, and will increase by an average of 5.9 percent to 73.2 percent by 2028](#)

According to [Podium](#), 63 percent of Home Appliance consumers want to buy directly from the brand, regardless of what the brand is; However, this number excludes washing machines, fridges, and other large appliances, which are more commonly bought online, a growing trend among all Home Appliance eCommerce



## Springtime sees the most in-market eCommerce traffic for Home Appliances in the U.S.

### Top Months for Online Home Appliance Traffic in the U.S., by Purchase Intent Clicks



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#### Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session.



So far in 2024, the MikMak Shopping Index has revealed that most of the peak dates for Home Appliance eCommerce have happened in the spring. While May saw the most traffic overall, specific peak dates include March 1st, as well as the four days during the weekend of Friday, April 25th to Monday, April 29th being the highest peaks.

## Monday is the most popular day U.S. consumers shop online for Home Appliances

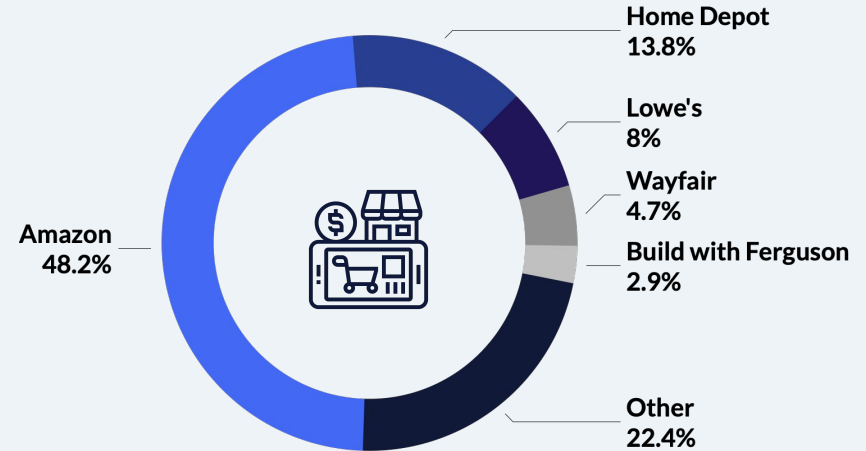
### Top Days of the Week for Home Appliance Traffic in the U.S., by Purchase Intent Clicks



- |              |             |
|--------------|-------------|
| 1. Monday    | 5. Friday   |
| 2. Tuesday   | 6. Saturday |
| 3. Wednesday | 7. Sunday   |
| 4. Thursday  |             |

## Amazon is the top retailer for U.S. Home Appliance brands

### Top Retailers for Home Appliance in the U.S., by Purchase Intent Clicks





## Top 10 Home Appliance Products in the U.S. by Purchase Intent Clicks

1. Bidet
2. Grill
3. Fridge-freezer
4. Dishwasher
5. Freestanding cooker
6. Cooktop
7. Whole house water filter
8. Oven
9. Microwave
10. Coffee machine



# Home Appliance eCommerce in the UK

According to [ECDB](#), The UK Household Appliances eCommerce market is predicted to reach US\$6,737.3 million by 2024 and accounts for 89.8 percent of the Electrical Appliances eCommerce market in the United Kingdom

In the UK Home Appliances retail market, [66.2 percent of purchases are made online](#)

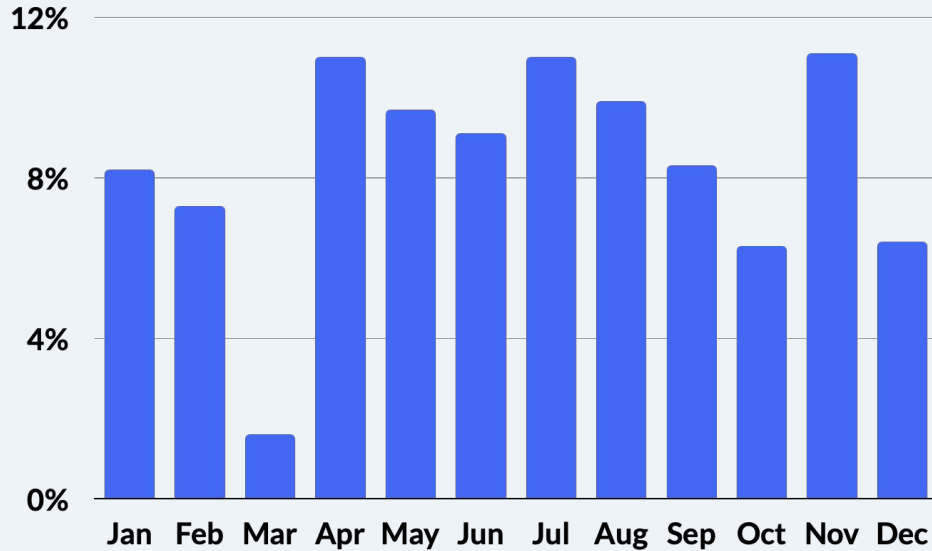
According to a [Circana](#) report, 70 percent of UK shoppers report having purchased small appliances in the past 12 months.





April, July, and November are among the most popular months for Home Appliance eCommerce in the UK

Top Months for Online Home Appliance Traffic in U.K, by Purchase Intent Clicks



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In November specifically, there is a clear peak for Home Appliance eCommerce traffic on Black Friday, as well as Cyber Monday, which has become a major part of the annual mega-sale weekend across the UK. The top 5 peak days in 2024 so far include, 9 January, 19 February, 21 March, 1 April (Easter Monday), and 4 April.





Monday is the most popular day to shop for Home Appliance brands in the UK online

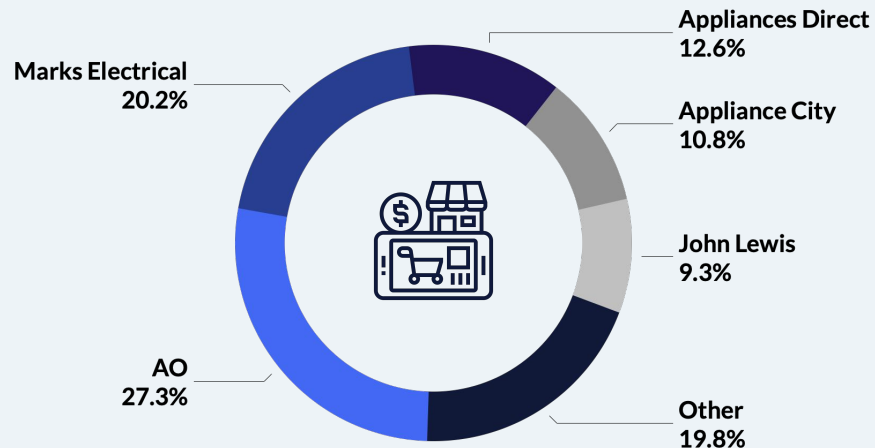
Top Days of the Week for Home Appliance Traffic in the UK, by Purchase Intent Clicks



- |             |              |
|-------------|--------------|
| 1. Monday   | 5. Wednesday |
| 2. Tuesday  | 6. Friday    |
| 3. Thursday | 7. Saturday  |
| 4. Sunday   |              |

AO is the top retailer for UK Home Appliance brands

Top Retailers for Home Appliance in the UK, by Purchase Intent Clicks





## Top 10 Home Appliance Products in the UK by Purchase Intent Clicks

1. Cooker hood
2. Oven
3. Cooktop
4. Washing machine
5. Dishwasher
6. Clothes dryer
7. Fridge-freezer
8. Freestanding cooker
9. Freezer
10. Microwave



# Home Appliance eCommerce in France



The French Home Appliances eCommerce market is predicted to reach US\$2,488.8 million by 2024 and accounts for 90.0% of the Electrical Appliances eCommerce market in France, according to [ECDB](#)

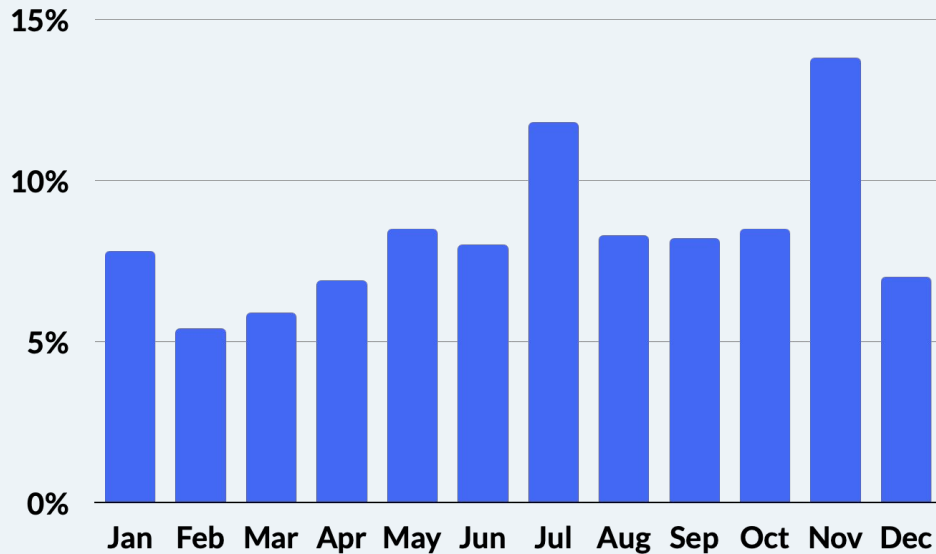
In the French Home Appliances retail market, the online share is 34.8 percent

The French Home Appliances market is experiencing a surge in demand for energy-efficient and eco-friendly products



## November is the top month for Home Appliance eCommerce in France

### Top Months for Online Home Appliance Traffic in France, by Purchase Intent Clicks



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When looking at peak dates, Black Friday (26 November) and during the week preceding Black Friday saw especially high Purchase Intent Clicks in France. Meanwhile, the top five peak days in 2024 include, so far, 10 January (during Winter Sales in France), 21 April, 2 May, 22 May, and 26 June (official launch date of the Summer Sales in France).





Sunday is the most popular day to shop for Home Appliance brands in France online

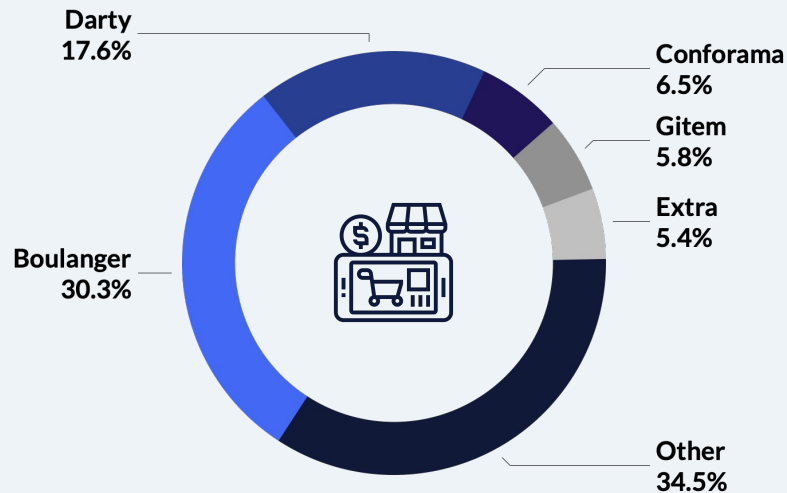
Top Days of the Week for Home Appliance Traffic in France, by Purchase Intent Clicks



1. Sunday
2. Wednesday
3. Monday
4. Saturday
5. Tuesday
6. Thursday
7. Friday

Boulangier is the top retailer for French Home Appliance brands

Top Retailers for Home Appliance in France, by Purchase Intent Clicks





## Top 10 Home Appliance Products in France by Purchase Intent Clicks

1. Dishwasher
2. Washing machine
3. Oven
4. Cooker hood
5. Fridge
6. Toaster
7. Clothes dryer
8. Freestanding cooker
9. Air conditioner
10. Vacuum cleaner



# Home Appliance eCommerce in **Germany**



The German Electronics eCommerce market is predicted to reach US\$25,882.6 million by 2024 and accounts for 21.6% of the total eCommerce market in Germany, according to [ECDB](#)

In the German Electronics retail market, the [online share is 40.7 percent](#)

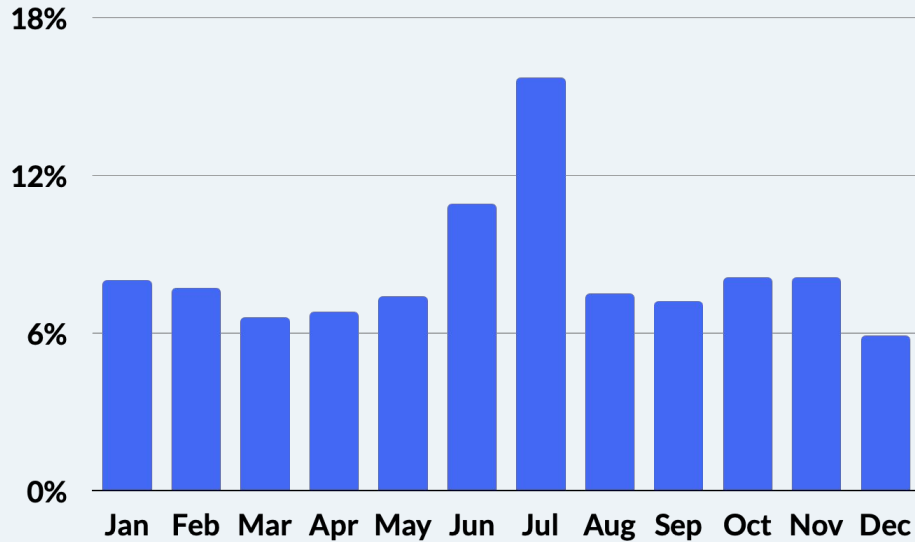
Germany's Home Appliance market is experiencing a surge in demand for [energy-efficient and eco-friendly products](#)





## July drives the most in-market traffic for Home Appliance eCommerce in Germany

### Top Months for Online Home Appliance Traffic in Germany, by Purchase Intent Clicks



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When looking at the key Purchase Intent peaks for Home Appliances, there was a high peak of Purchase Intent Clicks on Black Friday (26 November), and during the week preceding Black Friday. The top 5 peak days in 2024 consist, so far, from 16 to 23 June.





In Germany, Sunday is the most popular day to shop for Home Appliance brands

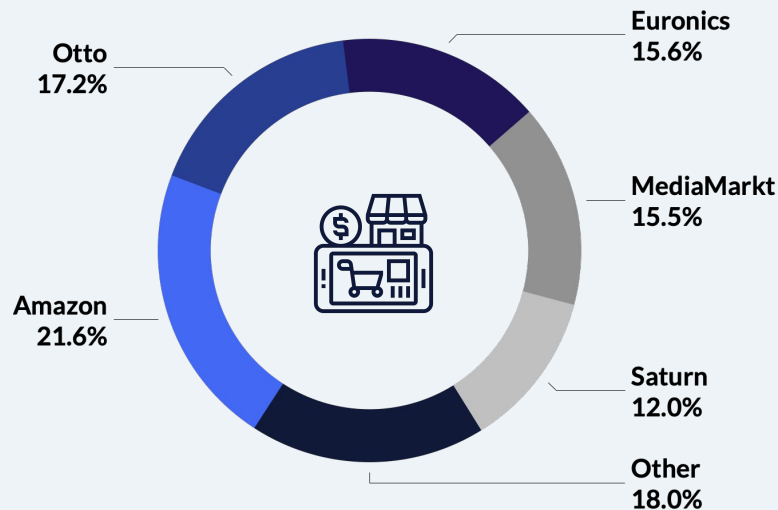
Top Days of the Week for Home Appliance Traffic in Germany, by Purchase Intent Clicks



- |             |              |
|-------------|--------------|
| 1. Sunday   | 5. Wednesday |
| 2. Monday   | 6. Thursday  |
| 3. Tuesday  | 7. Friday    |
| 4. Saturday |              |

Amazon is the top retailer for German Home Appliance brands

Top Retailers for Home Appliance in Germany, by Purchase Intent Clicks





## Top 10 Home Appliance Products in Germany by Purchase Intent Clicks

1. Coffee machine
2. Washing machine
3. Clothes dryer
4. Dishwasher
5. Vacuum cleaner
6. Fridge-freezer
7. Fridge
8. Cooktop
9. Chopper
10. Cooker hood



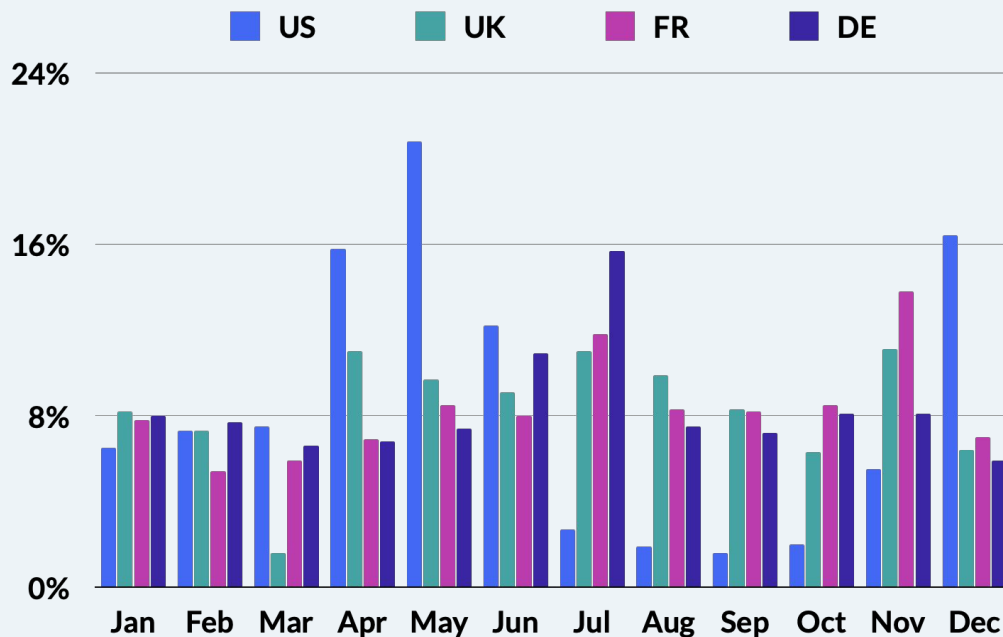
As you see, each of these countries' Home Appliance markets have their own trends. Let's take a look at the larger picture and how your brand can stay top of mind for consumers.

## Make Products Discoverable

For any brand, it is important that across all media and brand websites, shoppers can find and buy your Home Appliance products faster, in-store and online.

Knowing the trends across markets can help your brand reach consumers across the globe.

Top Months for Home Appliances eCommerce Traffic, by Purchase Intent Clicks: U.S., UK, France, and Germany



Use Case: Make Your Products Discoverable

## Connect Shoppers with the Retailer they Prefer

### Seamless Shopping

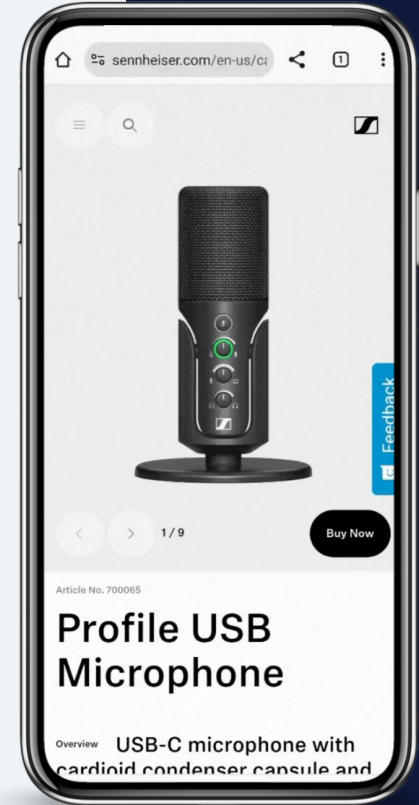
48% of shoppers go online to buy Consumer Electronics for a replacement or upgrade

Consumer Electronics customers are brand loyal - don't let friction along the path to purchase drive your consumers into the arms of a competitor. Protect sales with MikMak's seamless path to purchase.

### Retailer Preference

24.4% of total Amazon eCommerce sales came from consumer electronics in 2022

MikMak can partner with the retailers important to you and your business, on a global scale. Giving you one eCommerce partner and consolidating your tech stack.



## How MikMak makes products discoverable

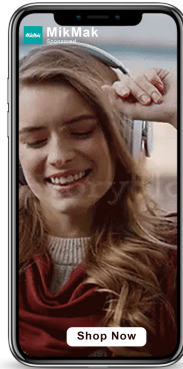
MikMak Commerce provides premium consumer shopping experiences that create a seamless path to checkout at any retailer, from anywhere across your entire media mix, including social media, retail media, programmatic, paid search, CTV, video, email, and brand websites. Further, MikMak's geolocation technology dynamically populates retailers that have your product in-stock.

## Conversion at Every Consumer Touchpoint

Commerce for Media



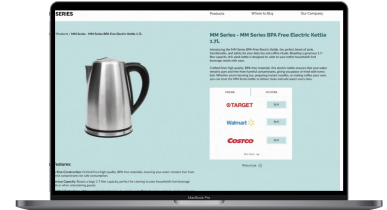
Commerce for Retail Media



Commerce for Direct Add to Cart



Commerce for Brand Websites





## How MikMak saves time and money

MikMak offers one easy-to-use global platform that automatically enables consistent reporting and fast decision-making across the entire organization. With the MikMak Platform, brands can also leverage direct integrations with third-party Product Information Management (PIM) platforms including Salsify and Syndigo; as well as Data Visualization Platforms and Data Lakes like Tableau and Google Data Studio.

## Headless Commerce API in Self-Service

MikMak's Headless Commerce API is now completely configurable through our Platform's Self-Service Tools helping you save time when deploying customized commerce experience powered on the back-end by MikMak

[LEARN MORE](#)



## Data and insights from this report are sourced from the MikMak Shopping Index

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The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 7,000+ retailer integrations to understand consumer online shopping behavior.

All data in this report is from 06/27/2023 to 06/27/2024

We're here to help. MikMak helps multichannel brands gain deeper consumer insights to grow and protect market share. Contact us at [marketing@mikmak.com](mailto:marketing@mikmak.com)!

**Let's chat!**

Want to get even more insights?  
Looking for a different category?

Contact [marketing@mikmak.com](mailto:marketing@mikmak.com)!