

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

GfK Retail and Technology Australia and New Zealand

A close-up photograph of a gas stove burner with a blue flame. Several wooden rolling pins are positioned around the burner, some resting on the stove's surface and others held in the air, suggesting a cooking or baking activity. The background is blurred, focusing attention on the burner and the rolling pins.

Cooking up a
storm?

Services for the

Major Domestic Appliances market

Major Domestic Appliances are a necessity of modern life. This result is a market that has been one of the most stable in the technical consumer goods industry over the last ten years. However, that doesn't mean that this market is an "easy-sell". Long product life-cycles mean that sales opportunities are less frequent than in most other technology markets, making it vitally important to retain brand loyalty and steady price points.

Consumers' expectations have also changed. Increasingly, style and design are as important as utility, and the demand for environmentally-sensitive products is now central to the market's evolution.

If you're competing in this market, you may well wonder whether you're cooking up a storm or just making a mess!

To find out how GfK can support you in understanding this market, [contact our Major Domestic Appliances team today.](#)