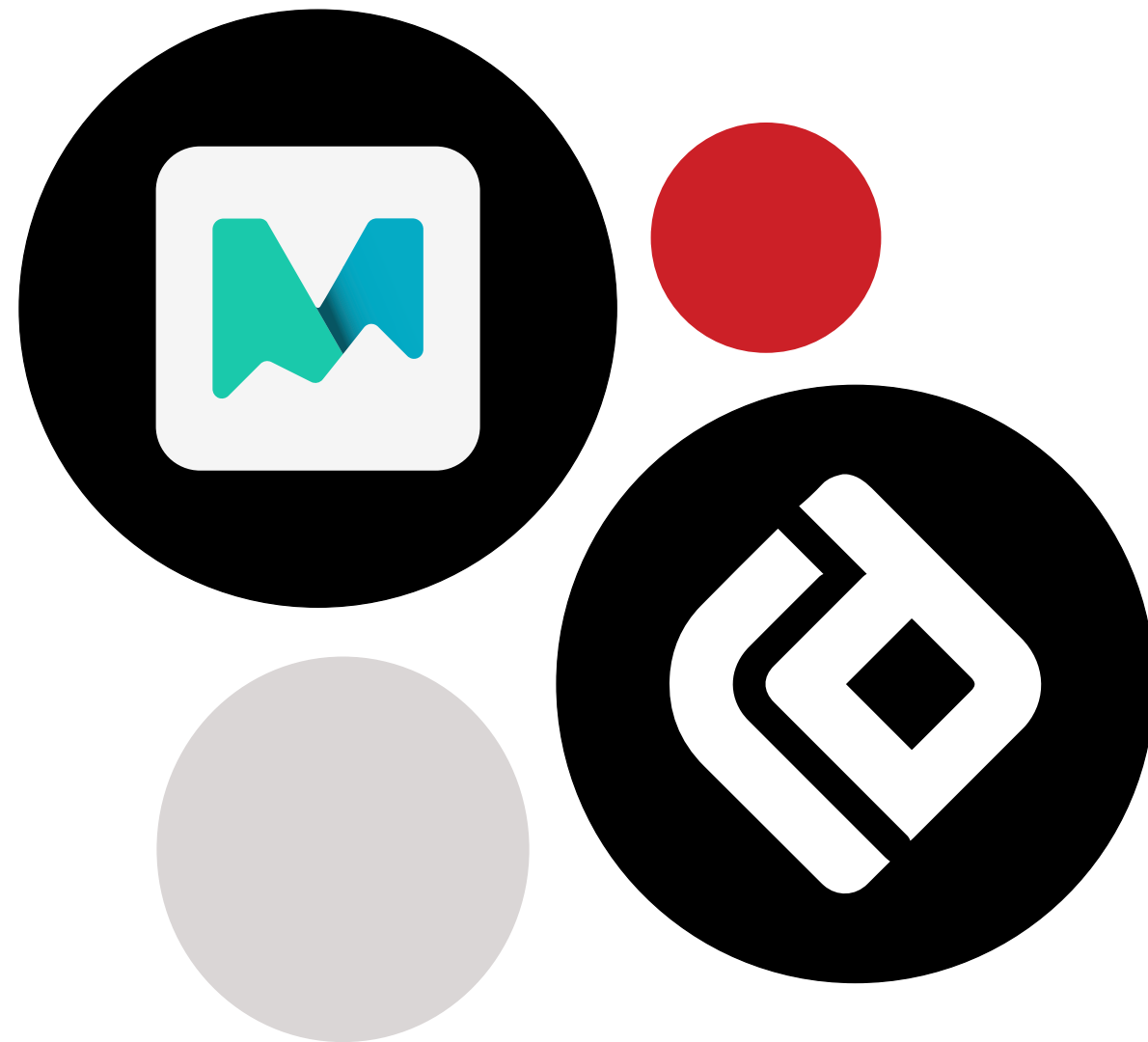


WHITEPAPER

ADTRENDS

HOME APPLIANCES

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UNSURE WHERE TO INVEST YOUR MARKETING SPEND?

Our AdTrends research series, produced in collaboration with [MNTN](#), highlights important marketing and advertising statistics across major industries like healthcare, higher education, food and beverage, and more.

In this installment, we use ad spending data to uncover how home appliance brands are currently allocating budgets—and where there's room for improvement.

The findings highlight a heavy emphasis on lower-funnel tactics, revealing a missed opportunity to invest in brand-building channels that drive long-term growth. These insights help marketers recalibrate their mix, blending performance and brand efforts to fuel both immediate returns and sustained demand.

WHAT'S INSIDE?

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- 01** —> Industry Revenue and Growth Opportunity
- 02** —> Industry Leaders' Media Mixes
- 03** —> Using the Data to find Insights

01

INDUSTRY REVENUE & GROWTH OPPORTUNITY

**REVENUE OF HOUSEHOLD
APPLIANCE INDUSTRY IS
SUPPOSED TO INCREASE BY
\$10.63B (16.7%) BY 2030¹**



**THE MARKET IS ANTICIPATED TO
GROW AT AN ANNUAL RATE OF
3.14% (CAGR 2025-2030).¹**





IMPORTS NOW MAKE UP 53.3% OF THE MARKET, EVEN WITH TARIFFS ON CHINESE STEEL AND WASHERS. U.S. BRANDS MUST OUT-MARKET CHEAPER COMPETITORS.²



THINK:

Quality narratives, brand trust, and post-sale experience.²

COOKING APPLIANCES LEAD REVENUE (\$8.6B), BUT “OTHER APPLIANCES” ACCOUNT FOR \$5.9B—AN UNDER-MARKETED CATEGORY WITH POTENTIAL.²



THE OPPORTUNITY:

A high-margin niche product could be your next hero SKU.



02

INDUSTRY LEADERS' MEDIA MIXES



**PAID SEARCH & PROGRAMMATIC
DISPLAY DOMINATE DIGITAL
SPEND INDICATING A MATURE,
CONVERSION-FOCUSED STRATEGY.³**

MIXED CHANNEL COMPOSITION

SAMSUNG

Samsung: Split between programmatic display (53%) and paid search (35%)



LG: Balanced between native advertising (42%), search (31%), and display (27%)



GE Appliances: Utilized retargeting-heavy display with a strong search push.³

THIS CROSS-CHANNEL ALLOCATION SUGGESTS SEQUENCED MESSAGING, WHERE CONSUMERS ARE GUIDED THROUGH A JOURNEY—FROM AWARENESS TO CONSIDERATION TO PURCHASE.

03

USING THE DATA TO FIND INSIGHTS

**EVEN FOR THE MOST WELL-KNOWN
BRANDS IN THE INDUSTRY,
A HEALTHY BLEND OF **BRAND-
BUILDING AND PERFORMANCE**
MARKETING IS ESSENTIAL.**

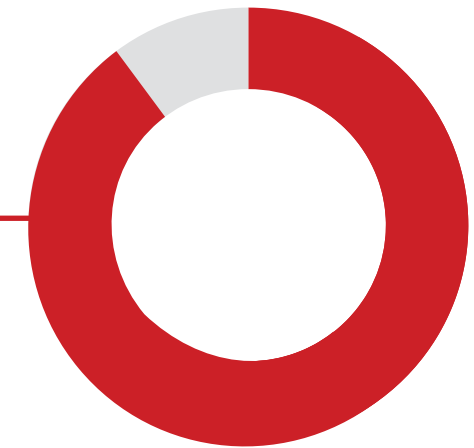




**TOP ADVERTISERS
IN THE SPACE ARE
SPENDING BETWEEN**

64% - 88%

**ON ROI-DRIVEN
CHANNELS³**



AWARENESS DOESN'T EQUAL PREFERENCE

YES, EVERYONE KNOWS WHO YOU ARE. BUT THAT DOESN'T GUARANTEE THEY'LL CHOOSE YOU—ESPECIALLY IN A CATEGORY WHERE **PRICE PARITY AND SIMILAR FEATURE SETS MAKE DIFFERENTIATION A CHALLENGE.**

“YOU HAVE TO BUILD AWARENESS, SALIENCE, CONSIDERATION, AND PREFERENCE SO YOU ARE TOP-OF-MIND WHEN THE CONSUMER IS READY TO PURCHASE IN YOUR CATEGORY.”⁴

▼

That means brands must **continuously invest in emotional relevance** and distinctive identity—not just assume their legacy will carry them forward.

CATEGORY ENTRY POINTS ARE
CONSTANTLY CHANGING

**ONLY 5% OF YOUR POTENTIAL
AUDIENCE IS ACTIVELY IN-MARKET
AT ANY GIVEN TIME. IF YOU'RE
ONLY TARGETING BOTTOM-FUNNEL
CONVERSIONS, YOU'RE IGNORING THE
95% OF FUTURE CUSTOMERS WHO
HAVEN'T RAISED THEIR HAND—YET.**

**“TO CAPTURE THE REMAINING 95%,
YOU HAVE TO BUILD AWARENESS,
SALIENCE, CONSIDERATION, AND
PREFERENCE...”**

Otherwise, you'll have to fight for their attention
in increasingly expensive non-brand search
results and cluttered Instagram feeds.”⁴

Branded efforts **prime the pump**—so when
new needs arise, your brand is the default.



MARKET LEADERS ARE VULNERABLE
TO CHALLENGER BRANDS

FROM HAIER AND HISENSE TO
UPSTART D2C APPLIANCE BRANDS,
NEW ENTRANTS ARE CHIPPING AWAY
AT ESTABLISHED MARKET SHARE
WITH **AGGRESSIVE PERFORMANCE
TACTICS AND SAVVY POSITIONING.**

**“PERFORMANCE MARKETING IS LIKE
FISHING FROM A SMALL POND THAT
ISN’T READILY RE-STOCKED. IT IS
EFFICIENT AND EFFECTIVE IN THE
SHORT TERM, BUT NOT
A SUSTAINABLE DRIVER OF
LONG-TERM GROWTH ON ITS OWN.”⁴**

Without continued brand investment, **dominant brands**
can quickly become replaceable.

PERFORMANCE IS GETTING MORE
EXPENSIVE AND LESS PREDICTABLE

THE **EFFICIENCY** THAT ONCE MADE
PERFORMANCE MARKETING
IRRESISTIBLE IS **ERODING**.

PRIORITIZING SHORT-TERM GAINS AT THE COST OF LONG-TERM GROWTH:

- 1. Discourages Investment in Channels that Build Future Demand
- 2. Increases Customer Acquisition Costs
- 3. Ignores Customer Lifetime Value
- 4. Overlooks the Bigger Picture of Business Growth⁵



BRAND EQUITY SUPERCHARGES
PERFORMANCE ROI

STRONG BRANDS MAKE
YOUR PERFORMANCE DOLLARS
WORK HARDER.

**“CAMPAIGNS THAT COMBINE
BRAND BUILDING WITH SALES
ACTIVATION... ARE MORE
EFFECTIVE, WITH A 60:40 RATIO OF
BRAND BUILDING TO ACTIVATION
DELIVERING OPTIMAL RESULTS.”⁴**



When consumers already trust you:

- **Click-through rates** go up
- **Cost-per-click** goes down
- **Conversions** increase
- **Loyalty** grows

PERFORMANCE CAPTURES. BRAND CONVERTS.

**YOUR CATEGORY LEADERSHIP DOESN'T
GIVE YOU PERMISSION TO IGNORE
BRANDING, IT MAKES IT MORE CRITICAL.**



Because the brands that stay on top aren't just the ones who sell efficiently today. They're the ones consumers still remember tomorrow.

Learn more about striking the balance between performance and long-term growth: [The Brand-Building Playbook](#)



04

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