SALG OG PROGNOSE 2017

FOR

* Store elektriske husholdningsapparater
* Personlig pleie
* Barbermaskiner
* Hårfjerning for kvinner
* Kjøkkenutstyr
* Øvrige små elektriske husholdningsapparater

Endelig rapport Februar 2017

TOTALSALG, verdi i millioner kroner:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
| Store elektriske apparater  Personlig pleie  Barbermaskiner  Hårfjerning kvinner  Kjøkkenutstyr  Øvrige | 6 088  271  116  25  1 357  1 011 | 6 598  247  106  24  1 225  949 | 6 620  229  112  27  1 356  936 | 6 741  234  133  45  1 559  1012 | 7 531  248  134  59  1 651  1 030 | 7 433  284  139  53  1 582  1 144 |
| Total | 8 868 | 9 149 | 9 280 | 9 724 | 10 653 | 10 635 |

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| T**OTALSALG I VOLUM (1.000 STK.)** | | |  | |  | |  | |  | |  |  |  |
| **SALG OG PROGNOSE STORE ELEKTRISKE APPARATER (SALG I 1.000 STK)** | | | | | | | | |  | |  |  |  |
|  | **TOTALSALG** | | | | | | | | | | | **PROGNOSE 2017** |  |
| **SALG I VOLUM (1.000 STK.)** | | | | | | | | | | |  |
| **2011** | **2012** | | **2013** | | **2014** | | **2015** | | **2016** | |  |
| Frysebokser | 60 | 57 | | 49 | | 46 | | 46 | | 40 | | 40 |  |
| Fryseskap | 39 | 48 | | 47 | | 56 | | 49 | | 50 | | 51 |  |
| Kombinasjon kjøl/frys | 116 | 121 | | 127 | | 131 | | 142 | | 121 | | 124 |  |
| Amerikansk | 8 | 9 | | 8 | | 7 | | 7 | | 8 | | 9 |  |
| Kombinasjon kjøl/frys totalt | 124 | 130 | | 135 | | 138 | | 149 | | 129 | | 133 |  |
| Kjøleskap | 89 | 93 | | 93 | | 105 | | 97 | | 94 | | 96 |  |
| Vaskemaskiner - toppmatet | 16 | 19 | | 17 | | 17 | | 14 | | **15** | | 15 |  |
| Vaskemaskiner - frontmatet | 205 | 215 | | 217 | | 201 | | 221 | | **227** | | 231 |  |
| Vaskemaskiner totalt | 221 | 234 | | 234 | | 216 | | 235 | | 242 | | 247 |  |
| Tørketromler | 76 | 82 | | 86 | | 77 | | 87 | | 91 | | 93 |  |
| Oppvaskmaskiner | 164 | 182 | | 183 | | 185 | | 199 | | 190 | | 200 |  |
| Gulvkomfyrer | 73 | 69 | | 70 | | 76 | | 76 | | 78 | | 80 |  |
| Bygg-inn | 193 | 227 | | 214 | | 213 | | 250 | | 253 | | 260 |  |
| Bordkomfyrer | 15 | 18 | | 19 | | 25 | | 34 | | 20 | | 20 |  |
| Kjøkkenventilatorer | 119 | 144 | | 129 | | 122 | | 130 | | 120 | | 122 |  |
| Minikjøkken | 2 | 2 | | 1 | | 2 | | 1 | | 1 | | 1 |  |
| Mikrobølgeovner | 215 | 230 | | 210 | | 142 | | 153 | | **156** | | 150 |  |
| **TOTAL STORE ELEKTRISKE APPARATER** | 1390 | 1516 | | 1470 | | 1403 | | 1506 | | **1 464** | | 1 492 |  |

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| **SALG I VERDI - MILL.KR. (FORBRUKERPRISER) 2013-2016.** | | | | | | | |  | |  | |  | |  | |
| **STORE ELEKTRISKE APPARATER.** | | | |  | |  | |  | |  | |  | |  | |
|  | **2013** | | | **2014** | | | | **2015** | | | | **2016** | | | |  | |  | |  | **Totalt** |
|  | **Totalt** | |  | | **Totalt** | |  | | **Totalt** | |  | | **Totalt** | |
|
| Frysebokser |  | 144 | |  | | 140 | |  | | 141 | |  | | 126 | |
| Fryseskap |  | 270 | |  | | 353 | |  | | 319 | |  | | 324 | |
| Kombinasjon kjøl/frys |  | 632 | |  | | 678 | |  | | 817 | |  | | 644 | |
| Amerikansk |  | 98 | |  | | 97 | |  | | 122 | |  | | 135 | |
| Kombinasjon kjøl/frys totalt |  | 730 | |  | | 775 | |  | | 939 | |  | | 779 | |
| Kjøleskap |  | 501 | |  | | 619 | |  | | 569 | |  | | 598 | |
| Vaskemaskiner - toppmatet |  | 60 | |  | | 53 | |  | | 52 | |  | | 45 | |
| Vaskemaskiner - frontmatet |  | 1031 | |  | | 969 | |  | | 1088 | |  | | 1 110 | |
| Vaskemaskiner totalt |  | 1091 | |  | | 1022 | |  | | 1140 | |  | | 1 155 | |
| Tørketromler |  | 427 | |  | | 397 | |  | | 489 | |  | | 454 | |
| Oppvaskmaskiner |  | 994 | |  | | 1017 | |  | | 1035 | |  | | 1 091 | |
| Gulvkomfyrer |  | 326 | |  | | 353 | |  | | 377 | |  | | 364 | |
| Bygg-inn |  | 1294 | |  | | 1311 | |  | | 1586 | |  | | 1 589 | |
| Bordkomfyrer |  | 11 | |  | | 21 | |  | | 20 | |  | | 20 | |
| Kjøkkenventilatorer |  | 325 | |  | | 345 | |  | | 415 | |  | | 416 | |
| Minikjøkken |  | 10 | |  | | 10 | |  | | 8 | |  | | 6 | |
| Mikrobølgeovner |  | 497 | |  | | 378 | |  | | 493 | |  | | 511 | |
| **TOTALT** |  | 6620 | |  | | 6741 | |  | | 7531 | |  | | 7 433 | |

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| **TOTALSALG I VOLUM (1.000 STK.)** | | | |  | | |  | |  | |  | |  | | | | | |  | | |  | | |
| **SALG OG PROGNOSE KJØKKENUTSTYR** | | | |  | | |  | |  | |  | |  | | | | | |  | | |  | | |
|  | | **TOTALSALG** | | | | | | | | | | | | | | | | | **PROGNOSE 2017** | | |  | | |
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| **SALG I VOLUM (1.000 STK.)** | | | | | | | | | | | | | | | | |  | | |
| **2011** | | **2012** | | | **2013** | | **2014** | | **2015** | | **2016** | | | | | |  | | |
| Kjøkkenmaskiner | | 124 | | 59 | | | 76 | | 104 | | 120 | | 107 | | | | | | 120 | | |  | | |
| Foodprocessor | | 40 | | 31 | | | 33 | | 29 | | 35 | | 28 | | | | | | 30 | | |  | | |
| Håndmixer | | 86 | | 80 | | | 81 | | 84 | | 76 | | 63 | | | | | | 80 | | |  | | |
| Stavmixer | | 113 | | 113 | | | 140 | | 164 | | 155 | | 137 | | | | | | 140 | | |  | | |
| Hurtigmixer/blender | | 98 | | 107 | | | 120 | | 186 | | 271 | | 168 | | | | | | 170 | | |  | | |
| Oppskjærmaskin | | 9 | | 10 | | | 10 | | 9 | | 11 | | 11 | | | | | | 10 | | |  | | |
| Brødmaskin | | 6 | | 6 | | | 4 | | 4 | | 5 | | 4 | | | | | | 5 | | |  | | |
| Brødristere | | 126 | | 116 | | | 130 | | 157 | | 157 | | 117 | | | | | | 120 | | |  | | |
| Vannkokere | | 189 | | 164 | | | 159 | | 144 | | 160 | | 147 | | | | | | 150 | | |  | | |
| Saftsentrifuge/citruspresse | | 13 | | 24 | | | 40 | | 88 | | 130 | | 44 | | | | | | 45 | | |  | | |
| Smørbrødgrill | | 48 | | 48 | | | 38 | | 60 | | 80 | | 78 | | | | | | 80 | | |  | | |
| Eggkokere | | 23 | | 22 | | | 17 | | 11 | | 24 | | 10 | | | | | | 10 | | |  | | |
| Iskremmaskiner | |  | |  | | | 19 | | 16 | | 5 | | 2 | | | | | | 5 | | |  | | |
| Kaffetraktere | | 269 | | 217 | | | 246 | | 231 | | 193 | | 181 | | | | | | 200 | | |  | | |
| Pods-og kapselmaskiner | |  | |  | | | 228 | | 136 | | 134 | | 99 | | | | | | 100 | | |  | | |
| Espressomaskiner | | 278 | | 39 | | | 26 | | 33 | | 29 | | 28 | | | | | | 30 | | |  | | |
| Total kaffetr/pods/espresso | | 547 | | 489 | | | 500 | | 400 | | 356 | | 308 | | | | | | 330 | | |  | | |
| Frityrgryte | | 13 | | 19 | | | 12 | | 18 | | 20 | | 19 | | | | | | 20 | | |  | | |
| Dampkoker | | 11 | | 13 | | | 9 | | 10 | | 10 | | 10 | | | | | | 10 | | |  | | |
| Elektrisk grill/raclett/wok | | 15 | | 14 | | | 14 | | 20 | | 11 | | 10 | | | | | | 10 | | |  | | |
| Vaffeljern | | 237 | | 227 | | | 277 | | 273 | | 204 | | 230 | | | | | | 250 | | |  | | |
| Kakejern | | 25 | | 25 | | | 21 | | 26 | | 24 | | 24 | | | | | | 25 | | |  | | |
| Vakuumeringsmaskiner | |  | |  | | | 24 | | 29 | | 24 | | 30 | | | | | | 30 | | |  | | |
| Kjøkkenvekt | | 63 | | 58 | | | 50 | | 70 | | 45 | | 43 | | | | | | 45 | | |  | | |
| **TOTAL KJØKKENUTSTYR** | | 1752 | | 1625 | | | 1774 | | 1902 | | 1923 | | 1590 | | | | | | 1685 | | |  | | |
|  | |  | |  | | |  | |  | |  | |  | | | | | |  | | |  | | |
| **SALG I VERDI (FORBRUKERPRISER) 2013-2016 KJØKKENUTSTYR.** | | | | | | | | | | | |  | |  |  | |  |  | | |  | | |  | |
|  | **2013** | | | | **2014** | | | **2015** | | | | **2016** | | | | | | | |  | | |
| **Salg i verdi (mill.kr.)** | | | | **Salg i verdi (mill.kr.)** | | | **Salg i verdi (mill.kr.)** | | | | **Salg i verdi (mill.kr.)** | | | | | | | |  | | |
|  | | **Totalt** | |  | **Totalt** | |  | | **Totalt** | |  | | | | **Totalt** | | | |  | | |
| Kjøkkenmaskiner |  | | 193 | |  | 193 | |  | | 360 | |  | | | | 320 | | | |  | | |
| Foodprocessor |  | | 20 | |  | 20 | |  | | 24 | |  | | | | 23 | | | |  | | |
| Håndmixer |  | | 28 | |  | 28 | |  | | 30 | |  | | | | 28 | | | |  | | |
| Stavmixer |  | | 66 | |  | 66 | |  | | 75 | |  | | | | 105 | | | |  | | |
| Hurtigmixer/blender |  | | 54 | |  | 54 | |  | | 109 | |  | | | | 92 | | | |  | | |
| Oppskjærmaskin |  | | 7 | |  | 7 | |  | | 7 | |  | | | | 8 | | | |  | | |
| Brødmaskin |  | | 3 | |  | 3 | |  | | 4 | |  | | | | 7 | | | |  | | |
| Brødristere |  | | 40 | |  | 40 | |  | | 43 | |  | | | | 40 | | | |  | | |
| Vannkokere |  | | 44 | |  | 44 | |  | | 51 | |  | | | | 53 | | | |  | | |
| Saftsentrifuge/citruspresse |  | | 38 | |  | 38 | |  | | 137 | |  | | | | 52 | | | |  | | |
| Smørbrødgrill |  | | 10 | |  | 10 | |  | | 37 | |  | | | | 37 | | | |  | | |
| Eggkokere |  | | 2 | |  | 2 | |  | | 4 | |  | | | | 2 | | | |  | | |
| Iskremmaskiner |  | | 12 | |  | 12 | |  | | 5 | |  | | | | 2 | | | |  | | |
| Kaffetraktere |  | | 268 | |  | 268 | |  | | 247 | |  | | | | 276 | | | |  | | |
| Pods-og kapselmaskiner |  | | 236 | |  | 236 | |  | | 146 | |  | | | | 122 | | | |  | | |
| Espressomaskiner |  | | 147 | |  | 147 | |  | | 182 | |  | | | | 198 | | | |  | | |
| Total kaffetr/pods/espresso |  | | 651 | |  | 651 | |  | | 575 | |  | | | | 596 | | | |  | | |
| Frityrgryte |  | | 6 | |  | 6 | |  | | 23 | |  | | | | 18 | | | |  | | |
| Dampkoker/riskoker |  | | 3 | |  | 3 | |  | | 3 | |  | | | | 3 | | | |  | | |
| Elektrisk grill/raclett/wok |  | | 10 | |  | 10 | |  | | 6 | |  | | | | 6 | | | |  | | |
| Vaffeljern |  | | 133 | |  | 133 | |  | | 107 | |  | | | | 131 | | | |  | | |
| Kakejern |  | | 8 | |  | 8 | |  | | 9 | |  | | | | 9 | | | |  | | |
| Vakuumeringsmaskiner |  | | 18 | |  | 18 | |  | | 29 | |  | | | | 35 | | | |  | | |
| Kjøkkenvekt |  | | 10 | |  | 10 | |  | | 13 | |  | | | | 15 | | | |  | | |
| TOTALT |  | | 1356 | |  | 1356 | |  | | 1651 | |  | | | | 1582 | | | |  | | |
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| **TOTALSALG I VOLUM (1.000 STK)** | |  |  |  |  |  |  |  |
| **SALG OG PROGNOSE ØVRIGE SMÅ ELEKTRISKE APPARATER** | | | |  |  |  |  |  |
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|  | **TOTALSALG** | | | | | | **PROGNOSE 2017** |  |
| **SALG I VOLUM (1.000 STK.)** | | | | | |  |
| **2011** | **2012** | **2013** | **2014** | **2015** | **2016** |  |
| Støvsugere nettdrevet | 242 | 308 | 284 | 305 | 280 | 280 | 290 |  |
| Støvsugere oppladbare | 167 | 158 | 223 | 195 | 97 | 104 | 100 |  |
| Strykejern | 144 | 141 | 96 | 151 | 207 | 193 | 190 |  |
| Bordvifte | 32 | 36 | 6 | 40 | 10 | 10 | 10 |  |
| Varmeovner | 615 | 484 | 490 | 396 | 368 | 439 | 440 |  |
| **TOTAL ØVRIGE** | 1200 | 1127 | 1099 | 1087 | 962 | 1 026 | 1 030 |  |
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| **SALG I VERDI (FORBRUKERPRISER) 2013-2016. ØVRIGE SMÅ ELEKTRISKE APPARATER** | | | | | | | | |  |
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|  | **2013** | | **2014** | | **2015** | | **2016** | |  |
| **Salg verdi (mill.kr.)** | | **Salg verdi (mill.kr.)** | | **Salg verdi (mill.kr.)** | | **Salg verdi (mill.kr.)** | |  |
|  | **Totalt** |  | **Totalt** |  | **Totalt** |  | **Totalt** |  |
| Støvsugere nettdrevet |  | 310 |  | 432 |  | 425 |  | 500 |  |
| Støvsugere oppladbare |  | 168 |  | 147 |  | 93 |  | 97 |  |
| Strykejern |  | 47 |  | 76 |  | 3 |  | 67 |  |
| Bordvifte |  | 2 |  | 20 |  | 20 |  | 20 |  |
| Varmeovner |  | 409 |  | 337 |  | 389 |  | 460 |  |
| **TOTALT** |  | 936 |  | 1012 |  | 1030 |  | 1 144 |  |
|  |  |  |  |  |  |  |  |  |  |