

HOUSEHOLD APPLIANCES AND PRODUCTS




SELECT EXPERIENCE IN HOUSEHOLD APPLIANCES AND PRODUCTS

The household appliance market is back and growing, rebounding from a period of decline and spurred on by an improved housing market and the bolstered confidence of consumers. It's a time of great opportunity and SIS can be integral in helping firms to capitalize and thrive. The rise of technology and mobile devices present significant opportunities and changes in how consumers behave at home. We provide expert market and data analysis that yields critical information our clients demand, such as customer purchasing, usability, preferences and behavioral insights.

Customer Research and Focus Groups shed light on the attitudes and opinions of end-users. Other methods such as home

visits, mall intercepts, lifestyle research and street surveys explore customer impressions and effectively gauge brand awareness levels. We also are a leader of In-Home and video Ethnography allowing our clients to see how customers interact with and use their products.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.

Selected Clients

- Utco
- EC21
- Ekornes
- GfK AG
- LG Electronics
- Stressless



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Comprehensive solutions for Household Appliance and Products

- Ongoing competitive tracking for a manufacturer and distributor of a wide variety of household products.
- Conducted interviews and made home visits to recent purchasers of bagless vacuum cleaners in the US.
- Research and development study for new product ideas for kitchens and bathrooms
- Market intelligence and competitive intelligence studies on home remodeling and decorating trends.
- Analysis of the household plant market.
- Market feasibility study for household electronic air fresheners and insecticides in Germany and Brazil.
- Focus groups for consumers on their attitudes to a new generation of blenders in the UK, France, and Germany.
- Market study in the US for home furnishings.
- Market study in the US for placemats.
- Conducted mail intercepts for an air conditioner and dehumidifier study in the US.
- Conducted a coffee maker market study in Japan, Germany, Spain and the UK.
- Conducted a cutlery study in Europe, Asia, and Latin America.
- Conducted study for a home security system company
- Market Quantitative research study on 100 cutlery customers as well as 100 non-customers in Korea to evaluate the expansion of a US company.
- Market Intelligence Study on air conditioners in Korea.
- Conducted triad focus groups in order to test positioning statements for a cutlery study in Korea.
- Market Intelligence Study to gain insight from high-end consumers about the appearance and design of various home electronics.
- Conducted market study to obtain information on developing new concepts and generating ideas for refrigerators.
- Conducted home visits with people who own front-loading washing machines and French-door style refrigerators

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- Market potential study for garbage disposals in the Russia using in-depth interviews with wholesalers.
- Conducted market trend and market response survey regarding household products such as natural insect killer and paint material.
- Conducted in-depth interviews to assess consumer brand awareness for home furniture firm.
- Conducted study about attitudes of Russian consumers towards garbage disposal products and brands.
- Conducted a brand awareness study on the North American furniture market.
- Conducted focus groups on consumer needs and customer satisfaction with premium refrigerators.
- Conducted desk research on market trends and major competitor trends, in-depth interviews and focus groups for a market entry of a towel manufacturer.
- Conducted fieldwork on a study about OTR microwaves.
- Conducted gang surveys to prepare for a launch of washing machine product in North America.
- Conducted market response study for Refrigerators
- Conducted research study for absorption chiller-heater study
- Conducted research study regarding American lifestyle and vacuum cleaners
- Conducted a Refrigerator focus group in New York
- Conducted a Washing Machine study
- Market potential study for in house shredders
- Conducted a built-in kitchen appliance design study