

# INDUSTRY TRENDS **DURABLE PRODUCTS**

## TOP 5 TRENDS OF 2024



### 1. Smart/Connected Products

From IoT-enabled appliances to voice-controlled tools, smart technology is enhancing usability and convenience.

The global smart appliances market is projected 18% annual growth, reaching

**\$78 Billion by 2030**

as consumers demand connected solutions for convenience.

### 2. Durability and Longevity

With a shift toward quality over quantity, consumers are investing in products designed to last, supported by warranties and modular designs.

**72%** of consumers value durability

as a key factor in purchasing decisions for household goods.



### 3. Sustainability by Design

Recyclable materials, energy efficiency, and carbon-neutral manufacturing are driving innovation in durable goods.

The recyclable materials market in durable goods is set to grow by

**10%** annually, reflecting consumer demand for eco-friendly products.



### 4. Compact and Multi-Functional Designs

Smaller living spaces are pushing brands to create versatile products that save space and serve multiple purposes.

**45%** of consumers in urban areas prioritize compact and

and multi-functional home goods to fit smaller living spaces per Statista survey.

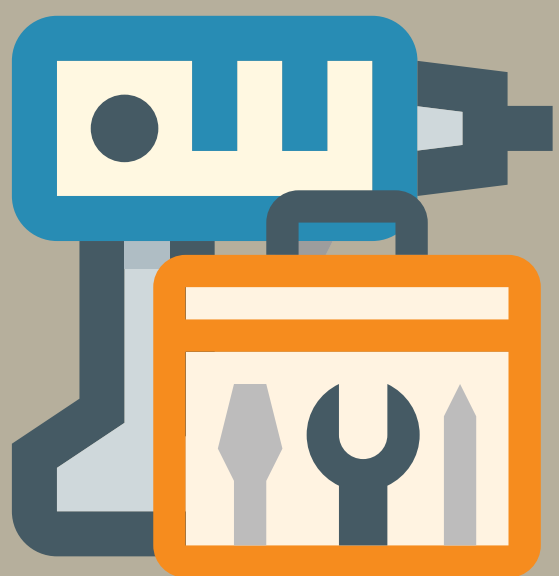


### 5. Repairability & Upgradability

With growing interest in reducing waste, products designed for easy repair or upgrade are resonating with eco-conscious consumers.

European Union regulations mandating repairability have influenced global durable goods trends.

**40% of consumers are now favoring repair-friendly designs per Deloitte.**



#### Reference Sources:

McKinsey Report  
Deloitte Report