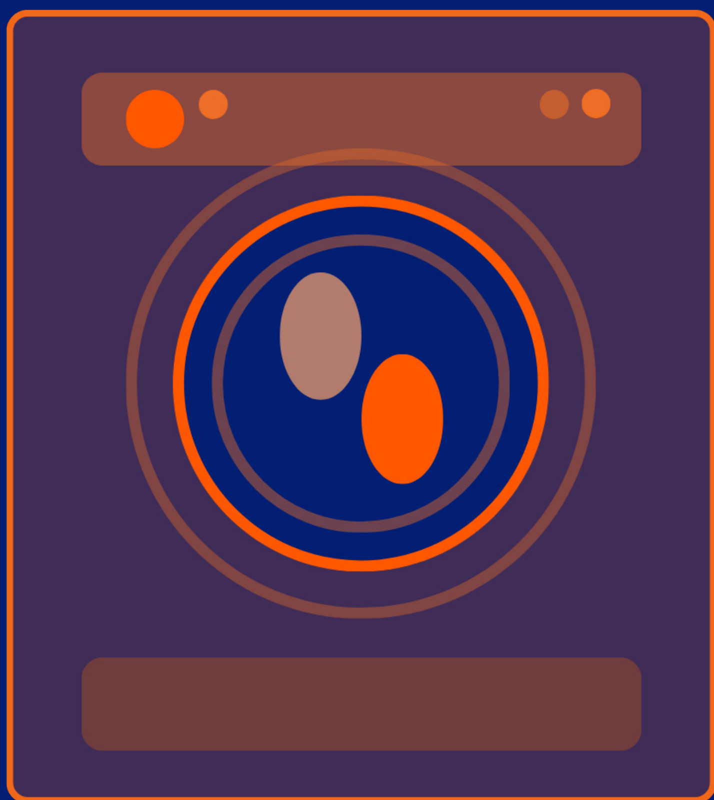
AMDEA
The UK Home Appliance Association

Consumer Insight Report

Summer 2026

Headline Insights



AMDEA

Executive Summary

This Summer edition of the AMDEA Quarterly Consumer Insight Report continues to track how UK consumers feel about home appliances and the issues shaping their purchasing decisions. At a time when household budgets remain under pressure and the pace of technological change in the sector continues to accelerate, understanding what consumers actually want and what barriers they face, matters for industry and policymakers alike.

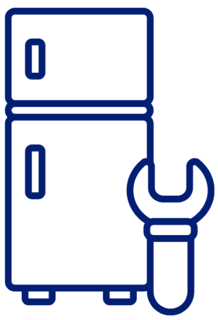
This research is based on a nationally representative sample of 2,000 UK adults. It examines the impact of cost pressures on appliance usage and purchasing, attitudes to repair and refurbishment, consumer confidence in professional repair services and views on product labelling.

The findings point to a consistent set of priorities. Consumers want appliances that last and can be repaired when they break. They want to be able to trust the professionals they invite into their homes. They want product information that is clear and easy to use, not additional layers of complexity. Where innovation moves ahead of what consumers understand or value, the evidence suggests they are more likely to disengage than adapt.

This second report tracks attitudes over time but also introduces important new findings around professional repair confidence and consumer appetite for industry accreditation, both areas where the data points to a clear and practical role for AMDEA in developing professional standards for repair and in engaging with Government on labelling policy.

Stefan Hay
Chief Executive Officer
July 2026

1. The Repair Reality



52%

of respondents are unlikely to attempt a DIY repair on a large household appliance

When a large appliance breaks down, not everyone picks up a screwdriver. **More than half of UK adults (52.2%) say they are unlikely to attempt a DIY repair on a large household appliance and over a third (34.5%) say they would never, or almost never, try. Among the over-55s, that figure rises to 67.5%**, meaning more than two in three in that age group rule it out entirely.

There is a clear gap between men and women. Men are considerably more likely to have a go: 45.6% say they would attempt a DIY repair compared to 35.3% of women, reflecting a broader pattern in how men and women relate to appliance maintenance that runs through the data consistently.

The cost of getting it wrong

When consumers do turn to a professional, they have understandable concerns. **The biggest worry (for 37% of people) is that the repair simply will not last** and that they will pay for a fix only to find themselves back in the same position weeks later. Close behind, **27% are concerned that the engineer may not have the proper skills, qualifications or safety training** to do the job properly. These are not trivial worries. A failed repair on a washing machine or fridge can mean further expense, further delay and in some cases a safety risk.

One in five (20%) specifically worry about substandard or counterfeit parts being used – a concern about what is actually happening inside the appliance once an engineer has been and gone. And when asked to choose their single biggest worry, 14.7% of consumers cite their personal safety: the simple fact of letting an unknown person into their home. Just 19% of respondents had no concerns at all about getting an appliance fixed. When respondents were asked directly about how comfortable they would feel allowing an independent repair technician into their home, **fewer than half (43.7%) say they would feel comfortable allowing an independent technician into their home**. The gender gap here is striking but perhaps unsurprising. Just 37% of women say they would be comfortable compared to 51% of men. For a meaningful proportion of women, feeling safe may be a barrier to getting an appliance repaired professionally.

Just 37%

of women would feel comfortable allowing an independent repair technician into their home

AMDEA Insight:

The data shows DIY repair is not an immediate response to cost of living pressures. The appetite simply is not there for most people and the gender gap is significant. With fewer than four in 10 women comfortable allowing an independent technician into their home, there are also barriers to professional repair that go beyond cost and convenience alone.

But the data also points to a clear opportunity. Consumers are not reluctant to repair, they are concerned about poor or unsafe repairs. The worries they raise about qualifications, parts quality and personal safety are precisely the kind that a robust professional framework could address.

Consumers need greater assurance that the professionals available to them meet a high standard and that is something AMDEA and its members are working on.

2. The Case for Accreditation

When a household appliance breaks down, finding the right person to fix it can be difficult. Manufacturer repair services are not always available and many consumers turn to independent technicians. But as the previous section shows, doing so requires a level of trust that is not always easy to establish.

More than **three in 10 consumers (31.2%) say they find it difficult to check an independent technician's professional qualifications**, and even more (34.1%) struggle to assess whether someone is personally trustworthy and honest. Around one in 10 say they simply would not know where to begin with either check.

For consumers facing cost pressures who cannot afford to replace a broken appliance, this all matters. Many are willing to consider repair but without a reliable way to know whether the person coming into their home is qualified and safe to work with, that option may remain out of reach.

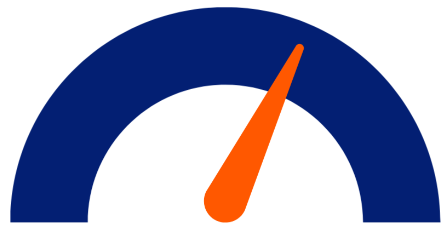
The value of an official badge

The research tested a straightforward solution: an official AMDEA Accredited Repair Engineer badge or ID card. The response was striking. **More than half of all adults in Britain (56.2%) say this accreditation would increase their trust** when allowing an engineer into their home. Just 4.3% say it would reduce their trust. Consumers are not asking for complex assurances, just a simple, recognisable mark of quality that tells them the person at the door has been checked and certified to a known standard.

Willingness to pay for quality

When consumers were asked to choose between two engineers with similar reviews and availability (one holding a recognised industry safety accreditation but costing 10 to 15% more, the other cheaper but unaccredited) the result was decisive: **almost two in three consumers (62.6%) would choose the accredited engineer, even at the higher price**. Only 13.5% would opt for the cheaper, unaccredited alternative.

This willingness to pay a premium for certified safety and skills is consistent across gender lines: 65.6% of men and 60.1% of women would choose the accredited engineer.



63% **of respondents would be willing to pay more for an accredited engineer**

AMDEA Insight:

These findings make a strong case for a formal AMDEA repair accreditation scheme. Consumers are not simply expressing a vague preference for professionalism – they are willing to pay for it. The 56.2% who say the AMDEA badge would increase their trust and the 62.6% who are willing to pay a premium, are among the strongest findings recorded across both waves of this research.

The data tells a consistent story across this report. For the one in 10 households actively delaying an appliance purchase they cannot afford, repair is not a lifestyle choice, it is a necessity. An AMDEA accreditation scheme would give those consumers a straightforward, trustworthy way to find a qualified professional. It would benefit consumers, support professional repairers and strengthen the credibility of the wider industry and help to support the circular economy..

3. A Question of Labelling

Every domestic appliance sold in the UK carries a range of labels: energy and water usage ratings, technical data plates and safety and compliance marks. In principle, these are there to help consumers make better, more informed choices. In practice, the evidence suggests there are now too many of them.

The research conducted both in spring and summer shows a consistent message: there is already enough information on appliances and adding more risks making things worse, not better.

Trust is not the issue: around two-thirds of consumers say they trust the information on existing appliance labels to be accurate, a figure that has remained broadly consistent across both waves of this research. The challenge is not scepticism about what labels say, it is about the sheer number of them and how difficult they are to use. **Almost half of all consumers (48.8%) agree there is so much information on appliances that they find it hard to know what to focus on**.

A clear preference for plain language

When it comes to how information should be presented, consumers are clear: **61% say they would prefer simple descriptive words like 'High Efficiency' over icons and symbols**. They don't want to decode a label, they want a straight answer. This figure has edged up since the spring report, when 60.5% expressed the same preference, suggesting the need for clarity is only growing.

Resistance to more labels

There is strong consumer resistance to cumulative labelling – adding new labels on top of existing ones rather than replacing or integrating them. **Almost two-thirds of consumers (64.3%) agree that new labels should only be added if they replace an existing one**. A similar proportion (62.8%) take the related view that new information should be added to existing labels rather than appearing on separate ones. Over 40% say that extra labels covering information already provided elsewhere would actively confuse them.

Set against this, **fewer than half of consumers (43.9%) believe that having more labels would help them make better purchasing decisions**, meaning even when asked to imagine more labels in a positive light, the majority remain unconvinced. The Spring 2026 report found 50.5% of consumers said there was too much information to focus on and 67% agreed that new labels should only replace existing ones. The latest figures of 48.8% and 64.3% sit within normal survey variation so the data is consistent: consumers do not want the accumulation of labels.

We asked: To what extent do you agree with the following statements about appliance labels?

64%
say new labels should only replace existing ones

64%
trust the information on existing labels

61%
prefer simple words over icons and symbols

49%
say there is so much information they find it hard to focus

AMDEA Insight:

This data directly supports AMDEA's engagement with Government on the proposed Mandatory Water Efficiency Labelling Scheme (MWELS). The case against label accumulation has now been made twice, across two separate waves of nationally representative research. Consumers are not calling for fewer labels because they distrust what is already there (around two-thirds say they trust existing labels to be accurate and that confidence has held steady across both waves). The problem is volume and complexity. What consumers are asking for is fewer labels, clearer language and information that is easy to act on rather than difficult to understand.

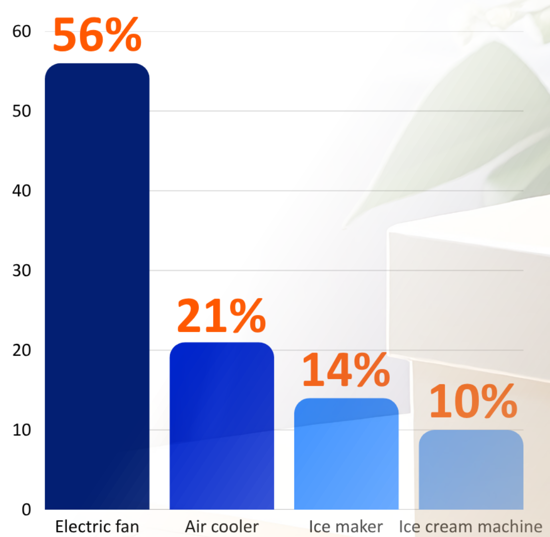
4. Seasonal Trends & Future Scenarios

Each wave of the research includes a broader look at what consumers need right now and how they feel about what is coming next. The Summer 2026 report captures both the immediate priorities of a warmer season and a first read on attitudes toward some of the most advanced technologies beginning to emerge in the domestic appliance market.

Heatwave essentials: back to basics

Consumers know what they want when temperatures rise. **The electric fan, whether desk, pedestal or tower, remains the clear first choice, valued by 55.8% of consumers**. Evaporative air coolers come second at 21.1%, appealing to those who want something more effective than a fan but more affordable than air conditioning. Ice makers (13.9%) and ice cream machines (10.2%) also feature.

For members planning seasonal ranges and communications, the message is straightforward: consumers in a heatwave are focused on the practical and the immediate. Products that are simple to use, effective and good value will always lead the way.



We asked: Which of the following appliances do you most value during a heatwave?

The wedding season

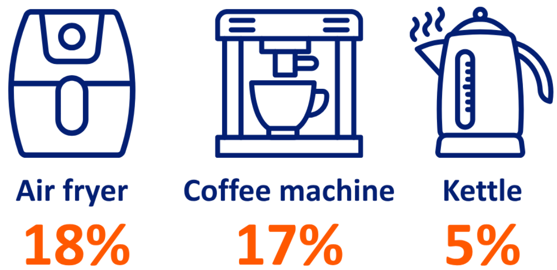
With the wedding season in mind, the research also asked consumers which small appliance they would consider the best wedding gift.

The air fryer comes out on top, chosen by 18.4% of consumers, a reflection of how firmly it has established itself as a kitchen essential rather than a novelty purchase.

The coffee machine follows closely at 16.5%, suggesting premium kitchen appliances continue

to feel like considered, aspirational gifts. More traditional choices such as kettles (5.1%) and toasters (3.4%) trail well behind.

We asked: Which small appliance would make the best wedding gift? The top three were:



Into the future

The summer research also asked consumers about their openness to a more radical proposition: a humanoid robot. For the purposes of the research, this was described as a general-purpose, human-shaped device capable of carrying out everyday domestic chores such as tidying, loading a dishwasher or doing laundry.

The response was cautious: **44.2% say they are very unlikely to ever consider purchasing a humanoid robot**, with a further 11.2% quite unlikely. Only one in four (23.6%) expressed any likelihood of doing so.

The gap between age groups is stark. Among consumers aged 55 and over, 76.3% say they are unlikely to purchase a domestic robot compared to 38.3% of 18–34 year olds. Men are more receptive than women: 29.6% of men say they would likely consider a purchase compared to 18.2% of women.

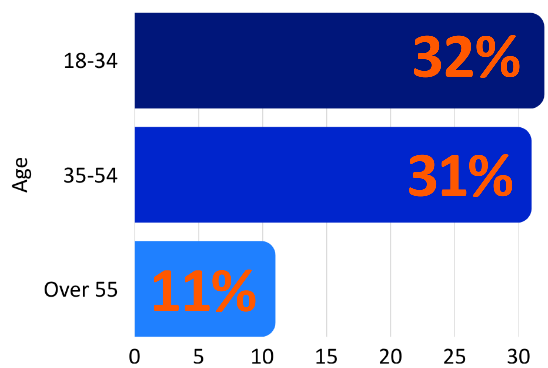
These figures are not surprising. For most people, the humanoid domestic robot is still an abstract concept, closer to science fiction than something they might realistically consider for their own home. Caution in that context is natural but it is not the same as permanent rejection.

There is a reasonable parallel with other technologies that now feel entirely ordinary. Smart speakers and robot vacuum cleaners both faced scepticism before becoming mainstream, not because the technology changed dramatically, but because people had more opportunity to see them in use and understand what they actually did. Familiarity, not a change in the product, drove the change.

The appliance sector is already investing in the technologies that are changing domestic products. Smart washing machines that adapt load cycles for maximum efficiency, heat pump tumble dryers that cut energy use significantly, cookers that select optimum temperatures and cooking times, refrigerators that monitor their own contents and diagnostics that can identify faults before they become costly repairs are active areas of development and in many cases already on the market.

The humanoid robot sits further along the spectrum but the pattern even here may be consistent: new technology tends to meet resistance until people can see it working in a context that makes sense to them. The industry's job, as ever, is to make the unfamiliar feel useful.

We asked: How likely are you to consider purchasing a humanoid robot?



AMDEA Insight:

The heatwave data is immediately useful for members planning seasonal ranges. Consumers in warm weather want products that work simply and well and that is unlikely to change.

But the forward-looking findings are equally important. The appliance sector is delivering real innovation: products that help households manage energy, reduce running costs and keep appliances working for longer. The spring finding that 51.6% of consumers find smart features unnecessarily complicated is not a verdict on those products, it is a reminder that innovation needs a good explanation.

The same applies to more advanced technologies. The caution consumers express about domestic robots today is rooted in unfamiliarity not necessarily opposition and familiarity is something the industry can actively build.

ACROSS BOTH SPRING AND SUMMER 2026, THE CORE FINDINGS HAVE HELD: CONSUMERS PRIORITISE DURABILITY ABOVE PRICE WHEN REPLACING APPLIANCES AND THE DEMAND FOR CLEAR, SIMPLE PRODUCT INFORMATION REMAINS STRONG.

Conclusion: Summer 2026

Two waves of research for the AMDEA Consumer Insight Report now provide a consistent, evidence-based picture of the UK household appliance market. Across both Spring and Summer 2026, the core findings have held: consumers prioritise durability above price when replacing appliances (behaviour change driven by cost pressures appears now embedded rather than temporary) and the demand for clear, simple product information remains strong.

This summer's research adds two significant findings to that picture. First, one in 10 UK adults is actively delaying an appliance purchase they cannot afford, rising to 15.4% among 18–34 year olds. For this group, accessible professional repair is a practical alternative to managing with a failing appliance. Second, more than half of consumers (56.2%) say an AMDEA Accredited Repair Engineer badge would increase their trust in an engineer, and 62.6% would choose an accredited engineer over a cheaper, unaccredited alternative.

This latest data also shows 64.3% of consumers agree that new appliance labels should only be added if they replace an existing one, a figure that has remained stable across both waves and provides robust, repeated evidence for AMDEA's position on cumulative labelling.

The Autumn wave will continue to track these themes as the cost of living picture evolves and new areas of consumer research are introduced.

METHODOLOGY

This report is based on nationally representative research conducted by Opinium on behalf of AMDEA in Q2 2026. The research methodology employed a detailed online questionnaire developed in close collaboration with AMDEA.

The sample consists of 2,000 UK adults, weighted to ensure accurate representation across age, gender, geographic region and socio-economic status. This large sample size provides a high degree of statistical confidence and allows for granular analysis of demographic variations. Where relevant, this report highlights key differences in sentiment between the 18-34, 35-54 and 55+ age cohorts, as these distinctions carry important implications for both product strategy and communications.