

Miele USA National Retail Accounts Expansion

CJM Consulting May 12th, 2021

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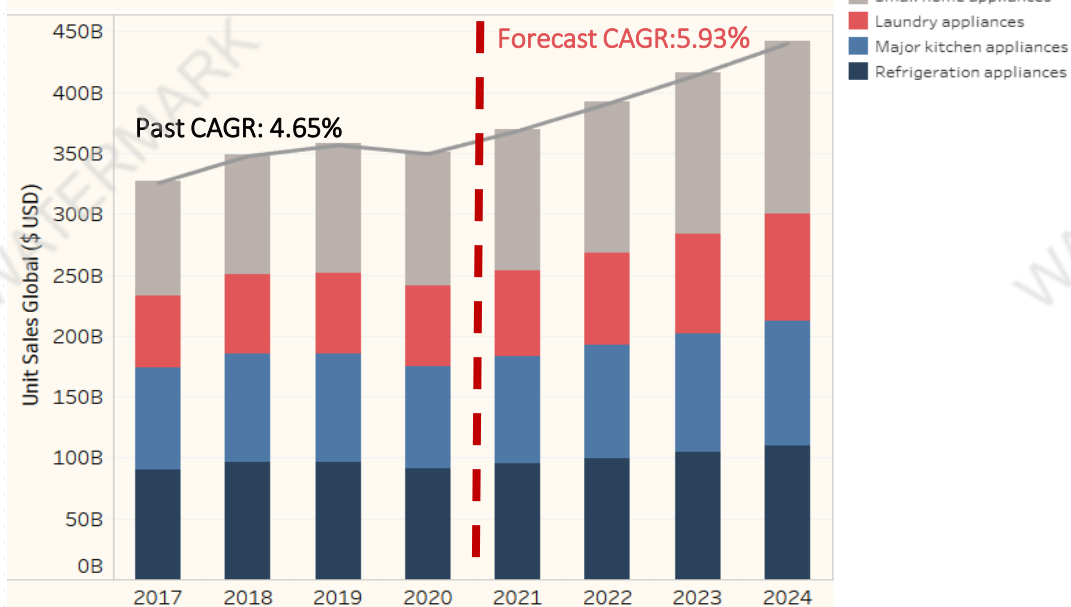
Market Analysis

Household Appliance Market Forecast

Insights. In the global market forecast, major household appliances will continue to contribute approximately 70% of sales



Global Appliance Sales Market Trend by Type

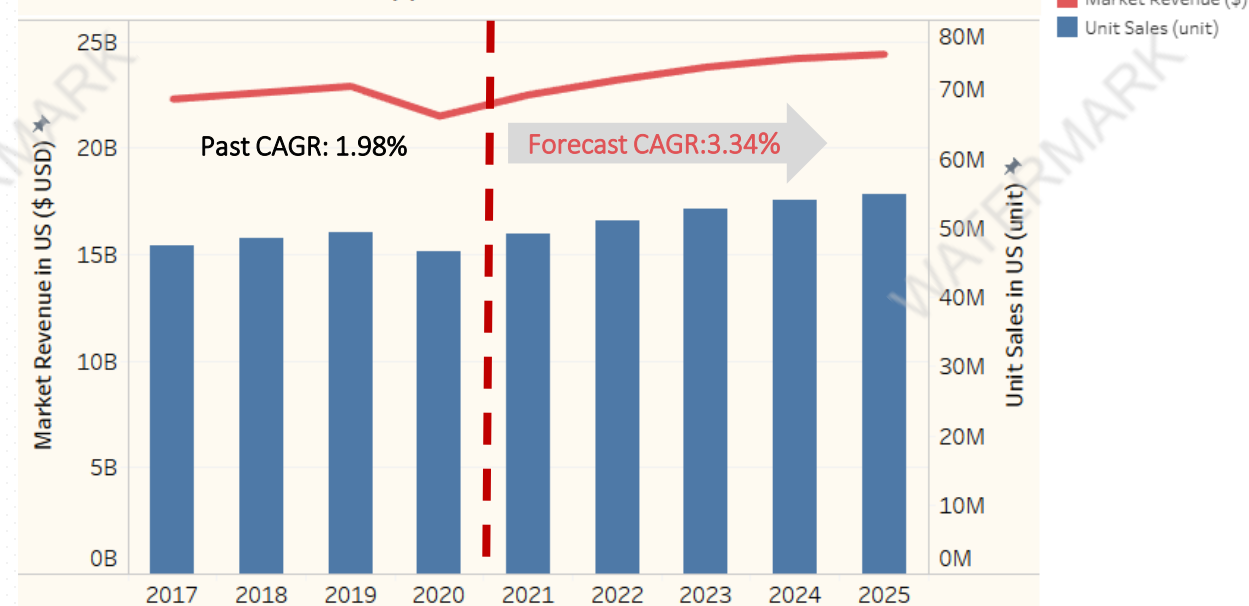


Source: Frost & Sullivan; HKExnews; Euromonitor; Haier Smart Home

Insights. As the US economy recovers from Covid-19, it is the most opportune time for Miele to obtain market share



United States Household Appliance Market Trend



Source: Home appliances in the U.S. 2020, Statista



Germany vs United States

Insights. Demographics between Germany and US are similar based on the assessed metrics, thus Miele's success in the US is likely.

Insights. Per-capita spending is higher in US than Germany, thus US consumers are more likely to spend. And 1 out of 5 US consumers plan to purchase a household appliance in the next year based on the 2020 survey.

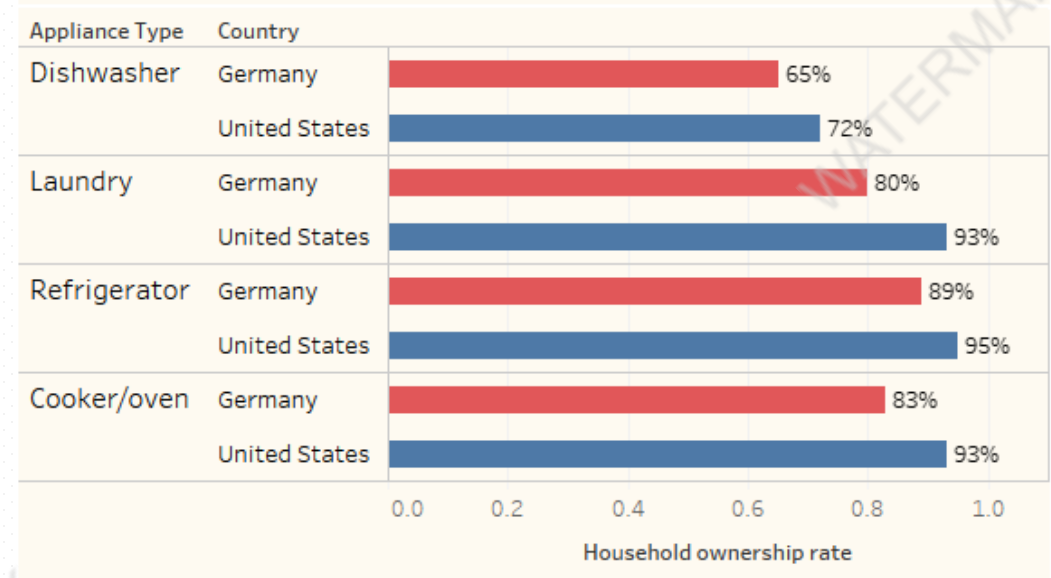
Demographic Comparison

	Germany	United States
Average Age	44.4	38.4
Age Group 25 to 55	47%	41%
Small to Medium Family Size	54%	60%
High Household Income	20%	29%
Per-capita Spending 2019 (\$)	24416	44694
Purchase based on Brand	33%	39%
Popular Brands	AEG, Bosch, Miele	Whirlpool, Frigidaire & GE

Source: Global Consumer Survey as of November 2020, Statista
Source: Household Appliances Report 2020, Statista

Insights. US population has a slightly higher ownership percentage in all major appliances, thus US may have a stronger market potential.

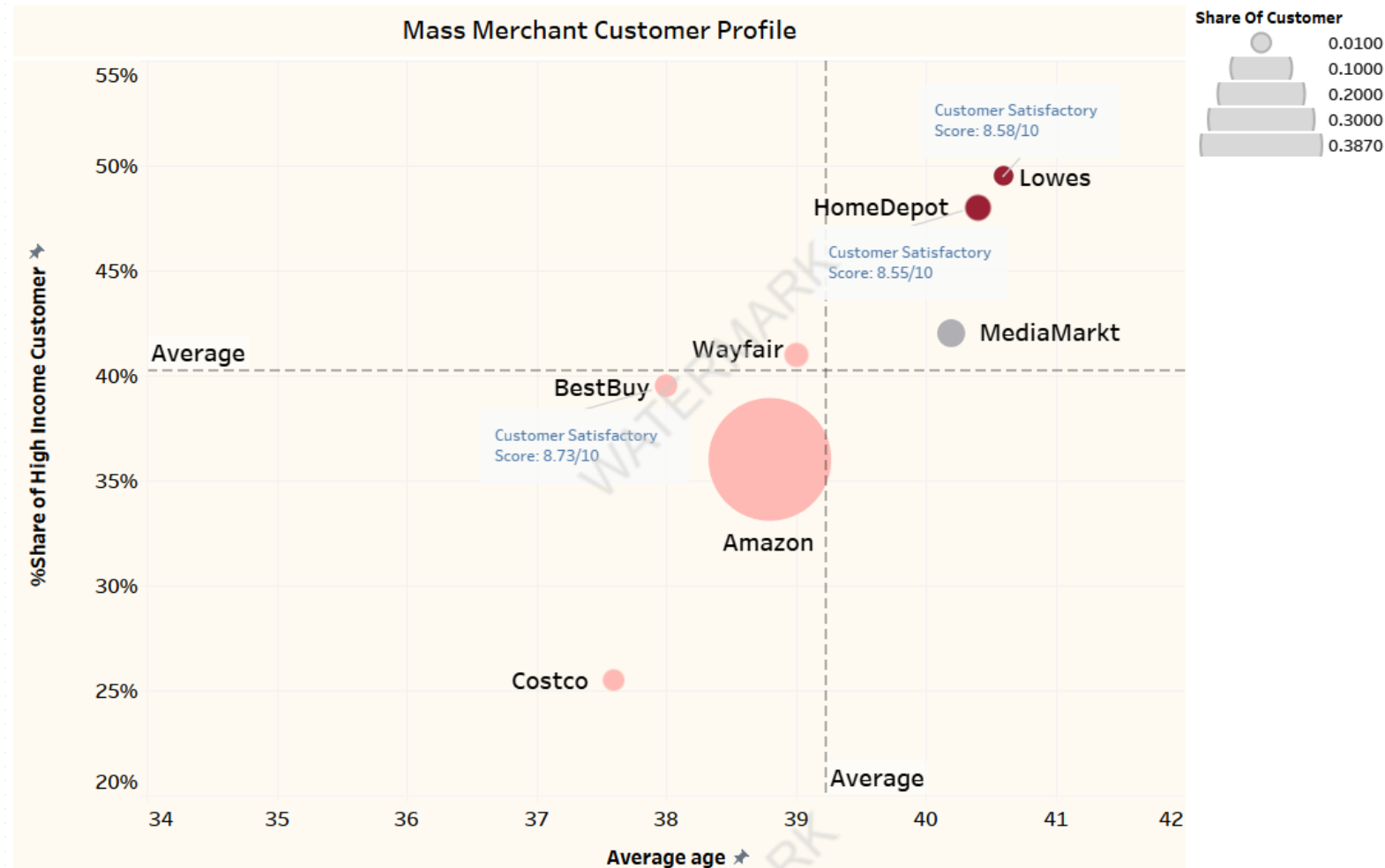
Appliance Ownership



Source: Global Consumer Survey as of April 2020

Mass Merchant Score Card - Customer

Insights. Home Depot and Lowe's focus in high income & middle-age customer group




Source: Brand Report 2020, Statista

Source: J.D Power Survey 2020, Statista

Competitor Pricing & Features


Customer Profile Comparison

States	Miele	 BOSCH Invented for life
Medium to High income	75%	73%
Age Group 25 to 55	69%	68%
Small Family	76%	73%
Live in Large City and Town	50%	51%

Insights. Miele and Bosch share very similar customer groups

Insights. Increased brand awareness and differentiation are crucial for customer acquisition in US

Marketing Touchpoints Comparison

Touchpoints	Miele Owners...	 BOSCH Owners...
Internet Access	Smartphone, Laptop, Tablet, TV	Smartphone, Laptop, TV, Gaming Console
Social Media Use	56% very frequent	55% very frequent
View towards Tech & Innovation	Enthusiastic	Enthusiastic
Media Consumption	TV, Radio, Newspaper, Magazine	TV, Radio, Newspaper, Magazine

Insights. Social media can be an effective channel to reach potential customers

Insights. Advertisement should highlight advanced innovative technology to attract more potential Miele customers

Sources: Brand Report 2020, Statista

Future Miele Experience Center - Coverage

City Demographics

	San Francisco	San Jose	United States
Household Income (USD)	112K	109K	63K
Population (person)	0.8M	1M	309M
Age between 18 to 65 (%)	67%	59%	55%

Insights. Close proximity to Miele's target customer group: high income, middle-age

Insights. With the addition of a new Miele Experience Center in San Jose, Miele is able to cover 86% mass merchant retail locations within 30 min of drive

Insights. Miele Experience Centers are in close proximity to 81% of Bosch retail locations

