

# Major Appliances

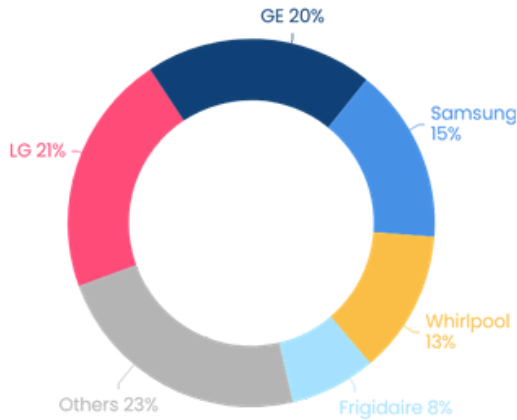
## Leakage Insights

2025

MANUFACTURER FOCUSED

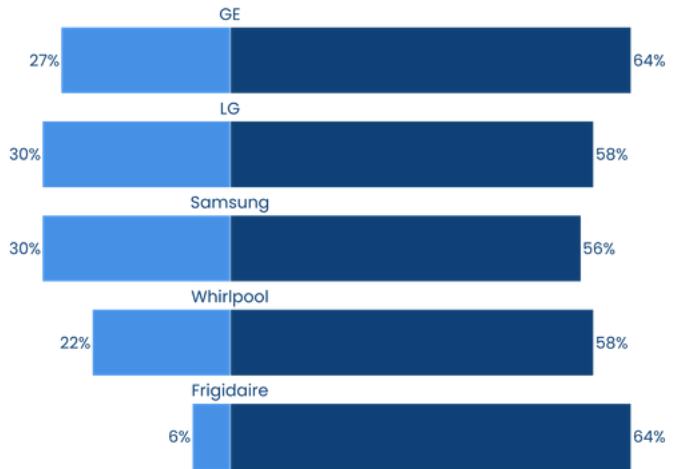
### BRAND MARKET SHARE

Major Appliances: Brand \$ Share for Q4 2025



### CONSIDERATION RATES

Brand Consideration Rates (Light Blue) | Brand Close Rates (Dark Blue)



While GE does not draw as many consumers as LG or Samsung, their conversion rate is much higher among major appliance shoppers (**64% vs. 58% & 56%, respectively**). With higher close rates, GE's growth opportunity lies in **expanding shopper draw**. Increasing overall consideration could mean incremental share gains the opportunity to take the lead for overall dollar share.

The **leakage data** reveals Samsung converts more of LG's lost shoppers than any other brand. Lost GE shoppers tend to be more evenly distributed across Samsung, Whirlpool and LG, with LG converting slightly more lost GE shoppers than either Samsung or Whirlpool.

### WALK RATES & LEAKAGE

APPLIANCES: LG Q4 2025 WALK RATE



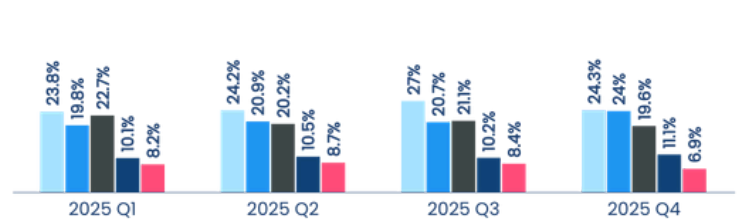
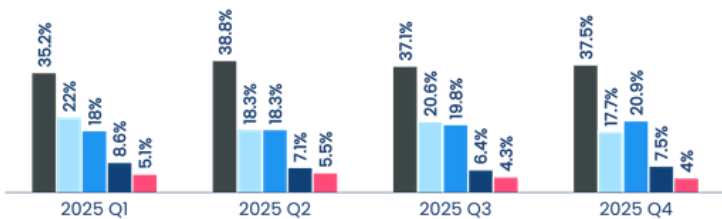
APPLIANCES: GE Q4 2025 WALK RATE



LEAKAGE (WHO GAINED?)

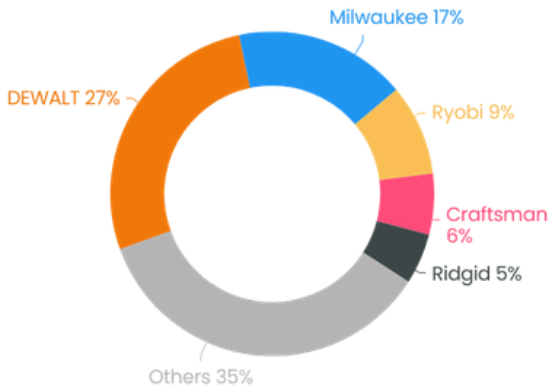


LEAKAGE (WHO GAINED?)



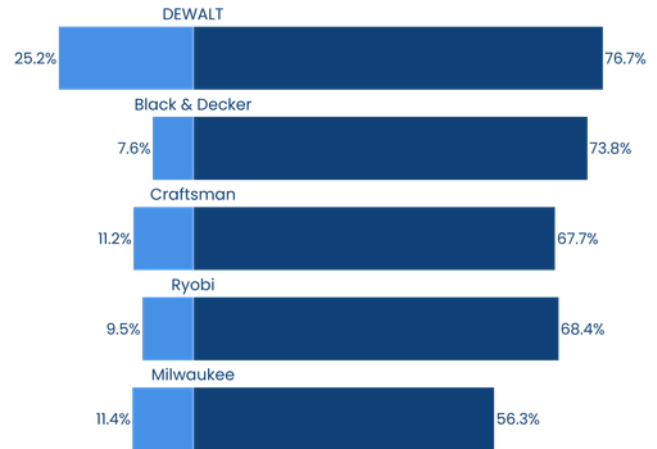
### BRAND MARKET SHARE

Power Tools: Brand \$ Share for Q4 2025



### CONSIDERATION RATES

Brand Consideration Rates (light blue) Brand Close Rates (dark blue)



DEWALT saw the highest overall consideration rate and the strongest close among top power tool brands. Shopper leakage in power tools is highly concentrated, and to some degree predictable, creating clear opportunities for brands to win share. DEWALT reaps the benefits across the market, capturing **50–60% of lost shoppers**.

Brands need to focus on **closing the gap** between consideration and conversion, identifying where they are losing shoppers and to whom.

### WALK RATES & LEAKAGE

POWER TOOLS: DEWALT Q4 2025 WALK RATE



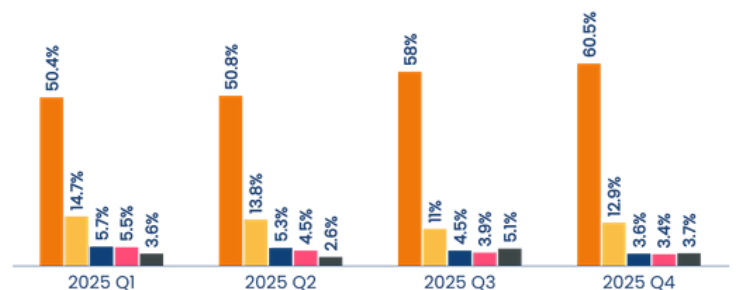
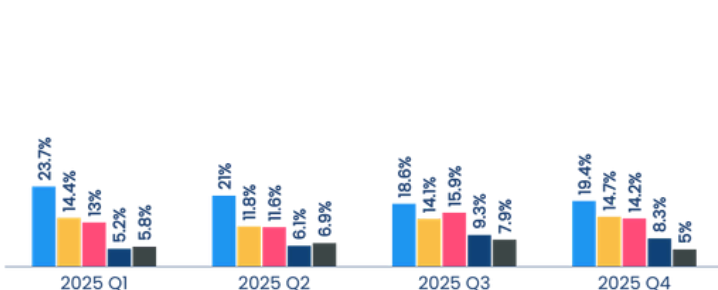
POWER TOOLS: MILWAUKEE Q4 2025 WALK RATE



LEAKAGE (WHO GAINED?)



LEAKAGE (WHO GAINED?)



# THE INSIGHTS DON'T STOP HERE

Want to see leakage data  
for a specific category,  
brand, or retailer?

**Contact us!**

[winshare@openbrand.com](mailto:winshare@openbrand.com)

**Check out our  
open access  
quarterly  
dashboards**

