AMERICAN CUSTOMER SATISFACTION INDEX

# ACSI® Household Appliance and Electronics Study 2026

**September 15, 2026**

American Customer Satisfaction Index


## Manufacturers Deliver Stronger Products, but Service Declines Pull Satisfaction Lower Across Household Appliance and Electronics Industries

Product-related customer experience benchmarks improve or hold steady across televisions, personal computers, household appliances, and vacuum cleaners in 2026. Overall satisfaction proves harder to move.

Televisions slip 1% to an ACSI score of 81 as every reported brand declines and the gap between premium and value-oriented manufacturers narrows further. Personal computers fall 4% to 78, the steepest drop among the four industries, with desktop satisfaction reversing sharply. Household appliances edge down 1% to 80, where Haier rises to the top of the rankings despite broader declines in reliability for the industry. Vacuum cleaners dip 1% to 78 in the category's second year of measurement, with product-related gains offset by weakening service access and app quality.

Across all four industries, the steepest declines concentrate in service and support — ease of arranging repairs and digital experiences all lose ground — and the post-purchase experience emerges as the primary territory where brands now separate.

| | | | |
|---|---|---|---|
| **TELEVISIONS** | 81 | ▼ | -1% |
| **PERSONAL COMPUTERS** | 78 | ▼ | -4% |
| **HOUSEHOLD APPLIANCES** | 80 | ▼ | -1% |
| **VACUUM CLEANERS** | 78 | ▼ | -1% |

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ACSI results are based on surveys conducted over a 12-month period ending in June 2026. ACSI scores are reported on a 0 to 100 scale.

# Key Takeaways

### TELEVISIONS

- The  television industry falls 1% to an ACSI score of 81 as every reported brand declines year over year. Hisense (down 1%), Samsung (down 2%), and Vizio (down 1%) share the top position at 81, while TCL posts the largest decline, slipping 4% to 78.
- Product benchmarks continue to strengthen — image quality leads at 86, and exterior design and internal configuration options each jump 2% to 84 — but those gains do not translate into higher satisfaction as the ownership experience weakens.
- Service and support measures post the steepest declines. Response to OLED TV burn-in issues falls 8% to 72 and ease of arranging service drops 7% to 75, highlighting a growing gap between how well televisions perform and how well manufacturers support them after the sale.

### PERSONAL COMPUTERS

- Customer satisfaction with personal computers falls 4% to an ACSI score of 78, the steepest industry-level decline in the study. Apple (down 1%) and Samsung (unchanged) share the lead at 81, while HP posts the largest drop among returning brands, falling 5% to 79.
- Core product benchmarks improve. Ease of operation and processor speed each rise 1% to 83, and system crash prevention gains 1% to 82, yet satisfaction declines across desktops, laptops, and tablets. Desktop satisfaction drops 7% to 78, erasing its lead over laptops (down 2% to 79), while tablets slip 1% to 76.
- Every manufacturer-provided service benchmark declines. Ease of arranging service falls 7% to 75, and call center satisfaction drops 4% to 75, marking post-purchase support as the clearest weak spot across the PC landscape.

### HOUSEHOLD APPLIANCES

- The household appliance industry slips 1% to an ACSI score of 80. Haier (including the GE, Haier, and Hotpoint brands) emerges as the new industry leader at 82, improving 3% and leading four of six appliance categories in the best-in-class rankings.
- Manufacturers  improve several key service measures — courtesy and helpfulness of service technicians and timeliness of service repairs each jump 4% — yet overall satisfaction still declines as customer complaints increase and reliability weakens.
- Digital experiences show signs of strain as mobile app reliability falls 2% and quality of connectivity via Bluetooth or Wi-Fi debuts at 77.

### VACUUM CLEANERS

- The vacuum cleaner industry falls 1% to 78 in its second year of measurement. Shark holds at 81 and takes the top position among reported brands, followed by Samsung (down 2%) at 80. No returning brand improves year over year.
- Convenience and design drive the strongest customer experience gains. Exterior design jumps 3% to 81, noise during operation improves 3% to 77, and ease of emptying the canister rises 1% to 83.
- Service access emerges as the category’s biggest weak spot, with ease of arranging service falling 5% to 77, while digital experiences also soften as mobile app quality drops 4% to 80.

# Study Findings

Customer satisfaction plays a pivotal role in shaping both the financial performance of individual companies and the overall strength of the U.S. economy. New findings from the American Customer Satisfaction Index (ACSI®) offer benchmark insights for four manufacturing/durable goods industries: televisions, personal computers, major household appliances, and vacuum cleaners. In addition, the ACSI captures consumer opinions about critical elements of the customer experience, tailored specifically to each industry.

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## TELEVISIONS

Television manufacturers continue to raise the bar on product quality, but higher performance alone does not translate into higher satisfaction.

The television industry falls 1% to an ACSI score of 81 as every reported brand declines year over year. Hisense, Samsung, and Vizio share the top position at 81, followed by LG at 80 and Sony at 79. TCL posts the largest decline in the industry, falling 4% to 78.

The narrowing gap between premium and value-oriented brands reflects a broader shift in how consumers evaluate televisions. Advanced display technologies such as OLED, QD-OLED, and Mini-LED continue moving into more accessible price tiers, giving value brands the tools to compete on picture quality while maintaining aggressive pricing. At the same time, manufacturers across the board lean into AI to enhance picture processing, content recommendations, sound optimization, and smart home integration. As hardware differences narrow, future differentiation increasingly depends on software quality, ecosystem functionality, and the ownership experience that follows the purchase.

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### TELEVISIONS

**0-100 Scale**

| COMPANY | 2025 ACSI | 2026 ACSI | % CHANGE |
|---|---|---|---|
| **Televisions** | **82** | **81** | **-1%** |
| All Others | 83 | 82 | -1% |
| Hisense | 82 | 81 | -1% |
| Samsung | 83 | 81 | -2% |
| Vizio | 82 | 81 | -1% |
| LG | 81 | 80 | -1% |
| Sony | 80 | 79 | -1% |
| TCL | 81 | 78 | -4% |

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### Television Customer Experience Benchmarks

Television product benchmarks improve broadly in 2026, reinforcing an industry where the viewing experience keeps getting better.

Image quality leads at 86, up 1%. Ease of initial setup and ease of using the remote each climb 1% to 85. Both exterior design and internal configuration options jump 2% to 84, the largest gains in the benchmark data. Connectivity, ease of using menus, and sound quality all rise 1% to 84, while durability holds steady at 84 and energy efficiency remains at 82.

Despite strong product marks, several digital and support experience measures drop. Website satisfaction falls 2% to 80, and quality of mobile app slips 1% to 82, while reliability of mobile app holds at 83. Response to OLED TV burn-in issues falls 8% to 72, the steepest decline in the study. The gap between image quality at 86 and OLED burn-in response at 72 — a full 14 points — illustrates the distance between how well televisions perform and how well manufacturers support certain issues after the sale. With 61% of U.S. internet households now using their smart TV as the primary streaming device, app performance, digital support, and issue resolution carry growing weight for consumers.

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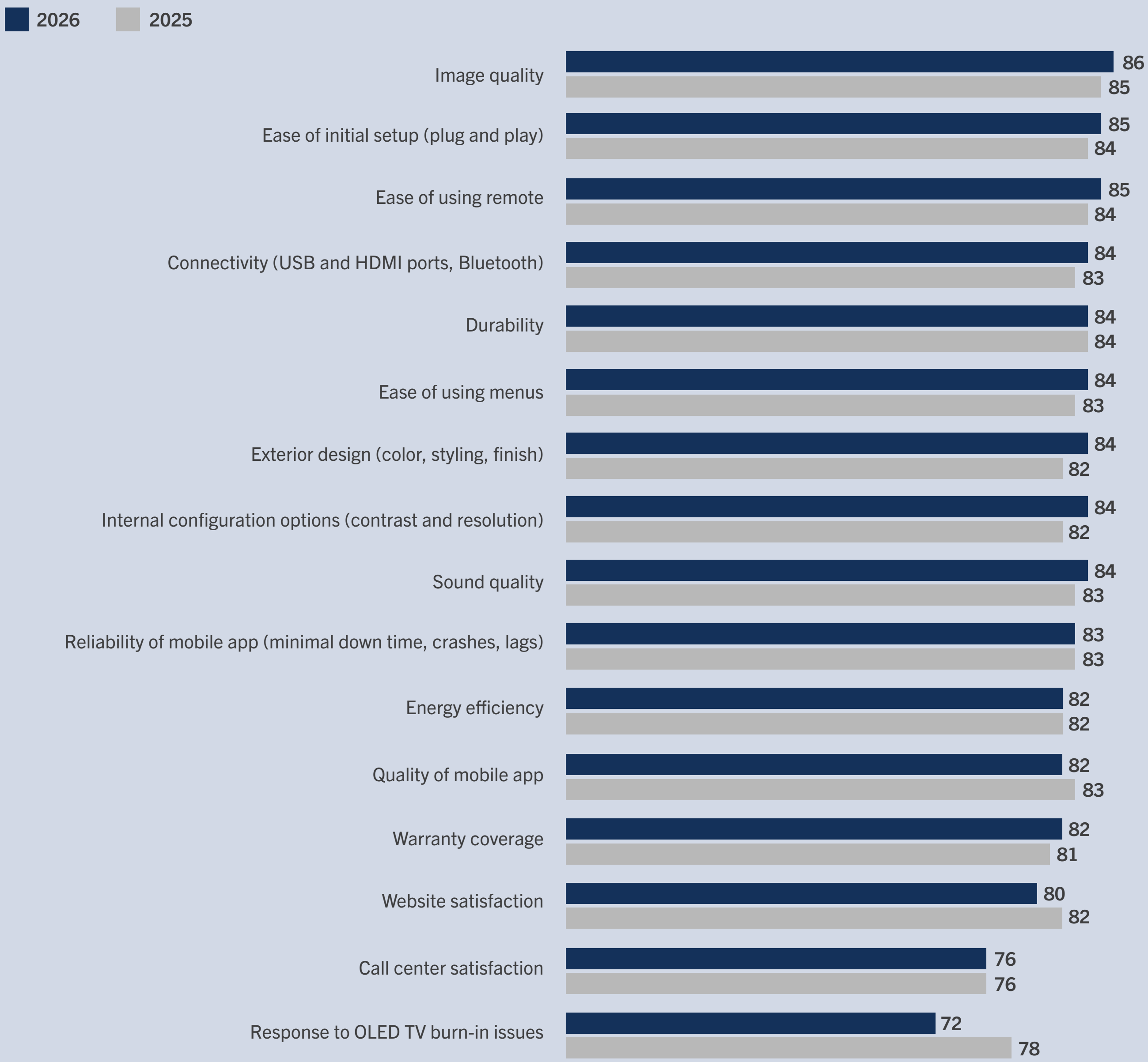
## TELEVISIONS

Customer Experience Benchmarks Year-Over-Year Industry Trends

**0-100 Scale**

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### Manufacturer-Provided Service Experience Benchmarks

The largest declines among manufacturer-provided service measures concentrate in access and resolution. Ease of arranging service experiences the biggest decline among the four service benchmarks, tumbling 7% to 75. The outcome of service repairs declines 3% to 78, and courtesy and helpfulness of service technicians drops 3% to 77. Timeliness of service repairs improves 1% to 79, the only service measure to gain ground.

Customers do not appear frustrated with the speed of repairs; they appear frustrated with the process of scheduling service, communicating about issues, and reaching satisfactory resolutions. Companies that improve the service access experience stand to gain a meaningful competitive advantage in an industry where the product itself offers fewer points of differentiation.

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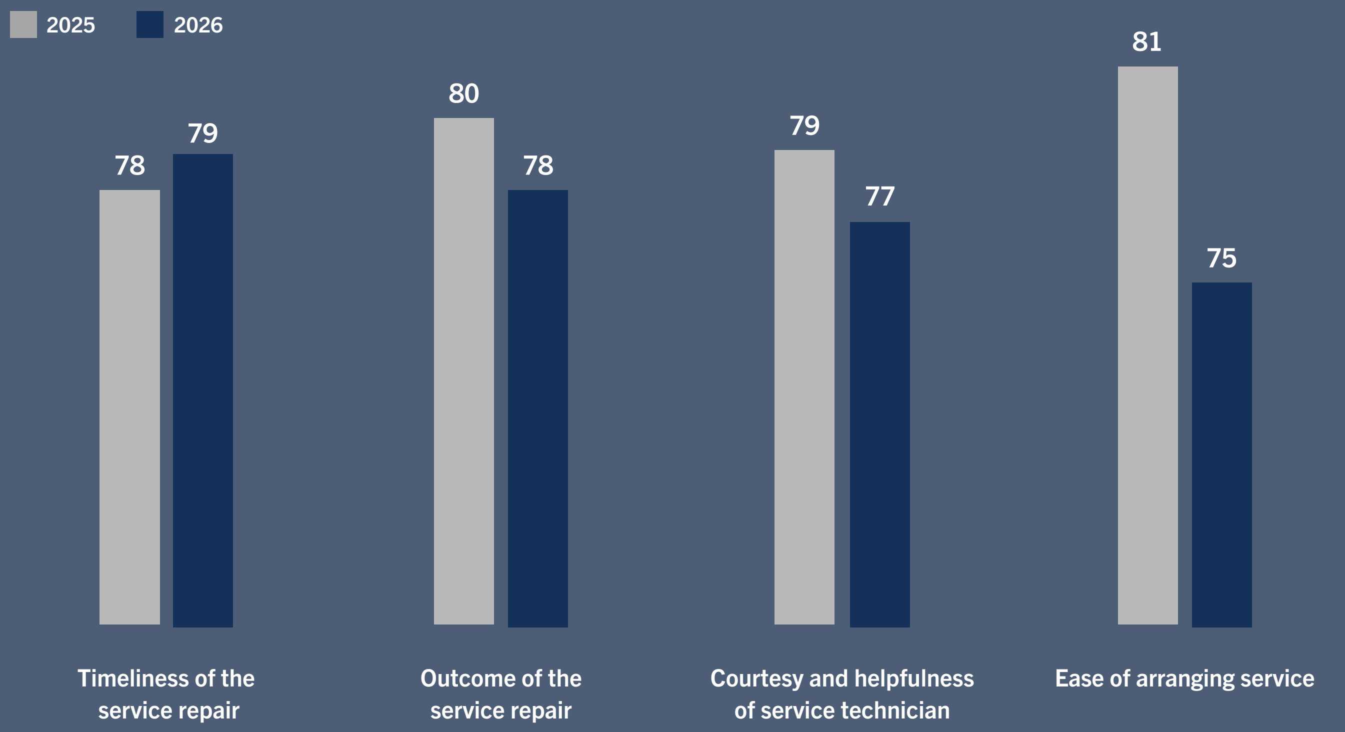
**TELEVISIONS: MANUFACTURER-PROVIDED SERVICE EXPERIENCE**

Customer Experience Benchmarks Year-Over-Year Industry Trends

**0-100 Scale**

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## PERSONAL COMPUTERS

Customer satisfaction with personal computers falls 4% to an ACSI score of 78, the steepest industry-level decline across the four industries covered in this study. Apple and Samsung share the lead at 81, with Apple slipping 1% and Samsung holding steady. Dell and HP each score 79 after declines of 4% and 5%, respectively — a significant reversal for HP, which led the industry a year ago. Acer posts the largest gain among returning brands, climbing 4% to 78. Lenovo slips 1% to 78, Amazon falls 3% to 76, and Microsoft holds at 76. Asus drops 3% to 74, while LG debuts in the industry at 72.

The PC market faces a challenging demand environment shaped by replacement-driven purchasing, tariff-related cost pressures, and the rapid rollout of AI-capable hardware. Consumers evaluate these developments through an increasingly demanding lens. Perceived value declines broadly, price tolerance weakens, and complaint rates rise. The Windows 10 end-of-support migration adds friction around device selection, data transfer, and software compatibility, amplifying the importance of smooth setup and onboarding experiences.

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### PERSONAL COMPUTERS

**0-100 Scale**

| COMPANY | 2025 ACSI | 2026 ACSI | % CHANGE |
|---|---|---|---|
| **Personal Computers** | **81** | **78** | **-4%** |
| Apple | 82 | 81 | -1% |
| Samsung | 81 | 81 | 0% |
| All Others | 78 | 79 | 1% |
| Dell | 82 | 79 | -4% |
| HP | 83 | 79 | -5% |
| Acer | 75 | 78 | 4% |
| Lenovo | 79 | 78 | -1% |
| Amazon | 78 | 76 | -3% |
| Microsoft | 76 | 76 | 0% |
| Asus | 76 | 74 | -3% |
| LG | NA | 72 | NA |

NA = Not Available.

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### Personal Computer Customer Experience Benchmarks

Core product measures hold up well despite the overall decline. Ease of operation and processor speed each improve 1% to 83. The ability to keep system crashes to a minimum gains 1% to 82, and features (operating system, memory, data storage) rises 1% to 81. Availability of accessories holds at 82. Design leads all benchmarks at 84, though it slips 1% from its 2025 high.

The steepest declines concentrate outside the product itself. Website satisfaction falls 4% to 80. Availability of software or apps and graphics and sound quality each drop 2% to 82. Call center satisfaction falls 4% to 75. The divergence between improving product fundamentals and weakening support experiences reinforces a cross-industry theme that capable hardware alone does not sustain satisfaction when the surrounding experience — research, purchase, setup, service — falls short.

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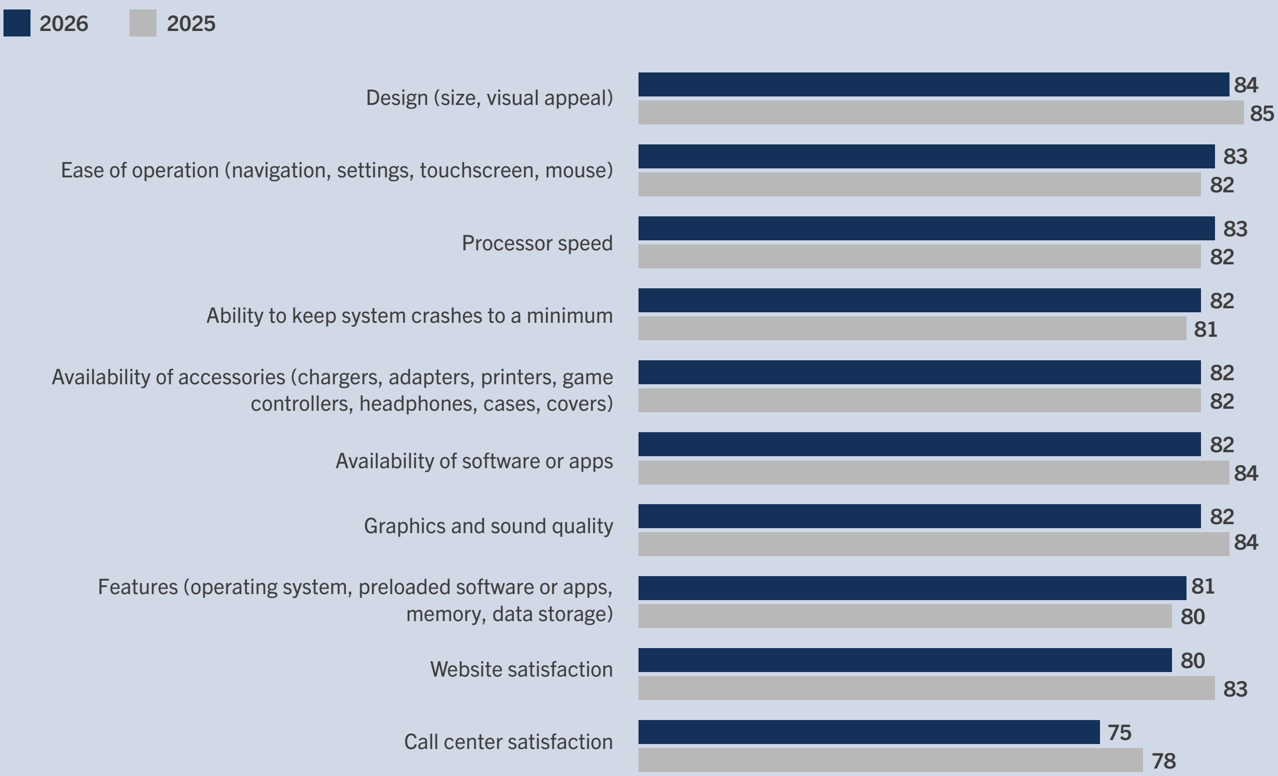
**PERSONAL COMPUTERS**

Customer Experience Benchmarks Year-Over-Year Industry Trends

**0-100 Scale**

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## Manufacturer-Provided Service Experience Benchmarks

Every manufacturer-provided service benchmark declines at the industry level. Ease of arranging service falls 7% to 75, the largest drop. Courtesy and helpfulness of service technicians drops 4% to 76. The outcome of service repairs falls 3% to 78, and timeliness of service repairs slips 1% to 77.

The breadth of the decline is notable. Unlike televisions and appliances, where at least one service measure improved, PCs see erosion across all four. Product capabilities remain a relative strength, but the support experience is not keeping pace — and the gap between the two continues to widen.

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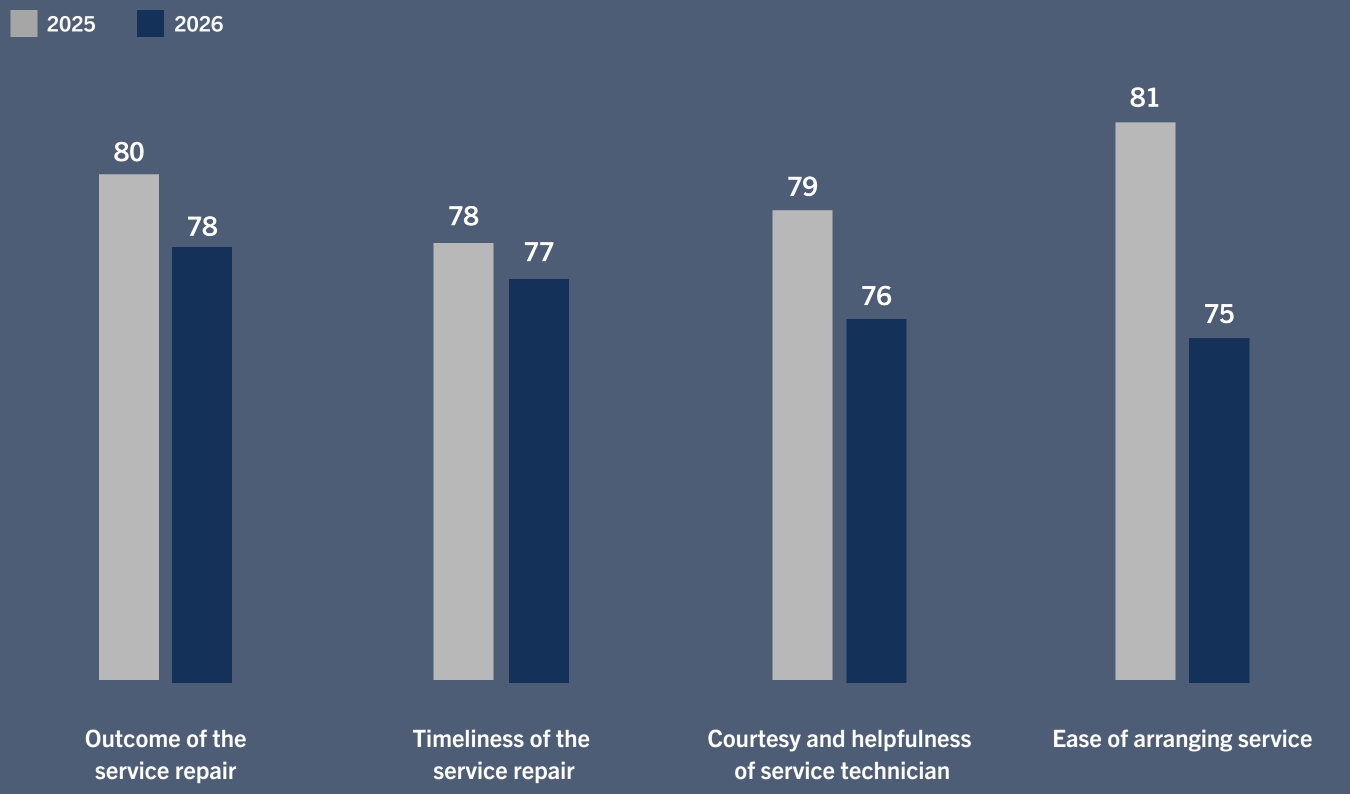
**PERSONAL COMPUTERS: MANUFACTURER-PROVIDED SERVICE EXPERIENCE**

Customer Experience Benchmarks Year-Over-Year Industry Trends

**0-100 Scale**

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## Customer Satisfaction by Personal Computer Device Type

Satisfaction declines across all three device types, but the movement is far from uniform. Desktop satisfaction drops 7% to 78, erasing the lead desktops held over laptops and tablets a year ago. Laptop satisfaction falls 2% to 79, making it the highest-rated device type. Tablet satisfaction slips 1% to 76, a modest decline but still the lowest segment overall.

The desktop reversal is the defining shift. The gap between the highest- and lowest-rated device types narrows from 7 points to just 3, driven not by tablets or laptops gaining ground but by desktops losing theirs. Loyalty and advocacy among desktop users weaken sharply, and complaint rates rise across all three segments.

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**PERSONAL COMPUTERS**

**ACSI by Device Type**

**0-100 Scale**

| DEVICE TYPE | 2025 ACSI | 2026 ACSI | % CHANGE |
|---|---|---|---|
| Laptop | 81 | 79 | -2% |
| Desktop | 84 | 78 | -7% |
| Tablet | 77 | 76 | -1% |

Source: ACSI Household Appliance and Electronics Study 2026.

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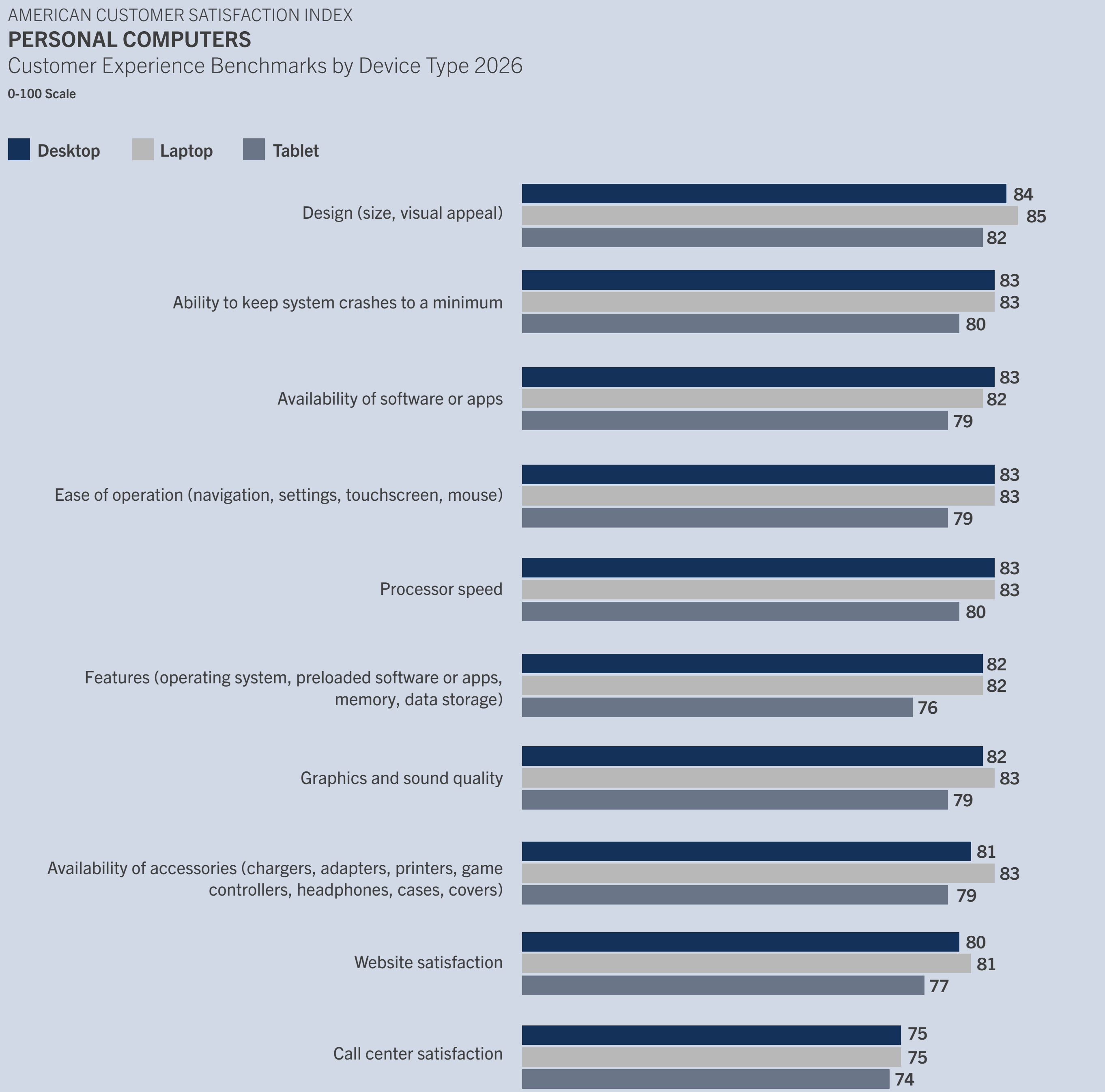
### Personal Computer Customer Experience Benchmarks by Device Type

Laptops lead or tie for the top position across most product benchmarks, including design (85), graphics and sound quality (83), and availability of accessories (83). Desktops match laptops on ease of operation, processor speed, and system crash prevention (all 83) but trail on design and accessories. Tablets post the lowest scores on every measure, with the widest gaps appearing in features (76), website satisfaction (77), availability of software or apps (79), ease of operation (79), graphics and sound quality (79), and availability of accessories (79).

The data suggests laptop users receive the most consistently strong experience across product dimensions, while tablet users face the most friction, particularly around product features, support interactions, and digital touchpoints.

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### Manufacturer-Provided Service Experience Benchmarks by Device Type

Service benchmarks by device type reveal modest variation. Laptops lead on the outcome of service repairs (79) and timeliness of repairs (77). Desktops lead on ease of arranging service (77) and courtesy and helpfulness of service technicians (77). Tablets trail on ease of arranging service (74), though tablet users rate repair outcomes (77) and timeliness (76) on par with desktops.

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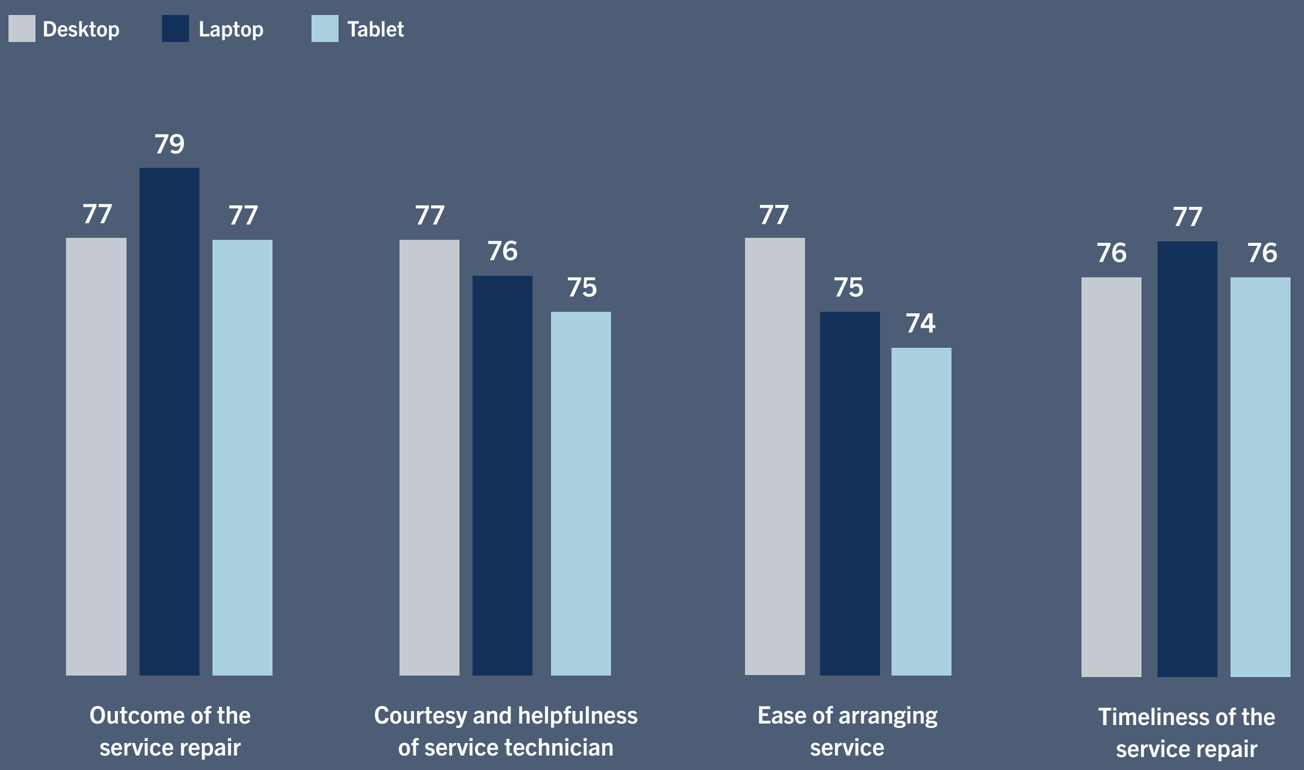
**PERSONAL COMPUTERS BY DEVICE TYPE: MANUFACTURER-PROVIDED SERVICE EXPERIENCE**

2026 Customer Experience Benchmarks

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## HOUSEHOLD APPLIANCES

The household appliance industry, covering major kitchen and laundry appliances, falls 1% to an ACSI score of 80. Haier, which includes the GE, Haier, and Hotpoint brands, emerges as the industry leader at 82 after improving 3%. Bosch is the only other returning manufacturer to gain ground, rising 1% to 81, tying with Whirlpool (down 1%). LG and Samsung each score 80, followed by Electrolux at 78 (down 3%). Hisense (76) and Midea (75) join the competitive field for the first time, expanding the range of reported manufacturers.

The industry faces a complex set of pressures in 2026. Customers report more problems and reliability expectations weaken, even as product performance remains strong and service recovery improves. Replacement demand continues to drive the market as the housing sector remains constrained, and tariff-related cost increases raise expectations for quality, durability, and service at every price level. Manufacturers face the challenge of delivering an excellent appliance and an excellent ownership experience — setup and daily use through connectivity, service, and long-term dependability — in a market where more and more customers judge the total cost and effort of ownership alongside the product itself.

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### HOUSEHOLD APPLIANCES

**0-100 Scale**

| COMPANY | 2025 ACSI | 2026 ACSI | % CHANGE |
|---|---|---|---|
| **Household Appliances** | **81** | **80** | **-1%** |
| Haier* | 80 | 82 | 3% |
| Bosch | 80 | 81 | 1% |
| Whirlpool | 82 | 81 | -1% |
| LG | 81 | 80 | -1% |
| Samsung | 82 | 80 | -2% |
| All Others | 80 | 79 | -1% |
| Electrolux | 80 | 78 | -3% |
| Hisense | NA | 76 | NA |
| Midea | NA | 75 | NA |

*Includes GE, Haier, and Hotpoint brands.

NA = Not Available.

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## Customer Satisfaction Best in Class by Appliance Type

Haier's strong 2026 results extend across the broadest range of appliance categories. The Haier family of brands leads four of the six segments in the best-in-class rankings: range/cooktop/oven (84), washer (84), over-the-range microwave (82), and refrigerator (82). Whirlpool takes the top position for dishwashers (84) and dryers (83).

The category-level results show that leadership in the overall appliance rankings requires consistent performance across product lines rather than dominance in any single segment. Haier's breadth, built across the GE, Haier, and Hotpoint brands, gives it the widest footprint among reported manufacturers, while Whirlpool's concentrated strength in kitchen and laundry categories keeps it competitive at the top of the industry.

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### HOUSEHOLD APPLIANCES
### Best in Class by Appliance Type

**0-100 Scale**

| APPLIANCE TYPE | COMPANY | 2026 ACSI |
|---|---|---|
| Dishwasher | Whirlpool | 84 |
| Range/Cooktop/Oven | Haier* | 84 |
| Washer | Haier* | 84 |
| Dryer | Whirlpool | 83 |
| Over-the-Range Microwave | Haier* | 82 |
| Refrigerator | Haier* | 82 |

*Includes GE, Haier, and Hotpoint brands.

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## Household Appliance Customer Experience Benchmarks

Appliance fundamentals continue to earn strong marks from consumers. Durability and exterior design lead the customer experience benchmarks at 84, each improving 1%. Capacity and layout is stable at 83. Ease of cleaning the appliance and energy and water efficiency each remain at 82. These results confirm that consumers continue to reward appliances that perform reliably, fit their space, and operate efficiently.

The largest declines occur in digital experiences. For example, reliability of mobile app falls 2% to 82, the biggest drop in the benchmark data. Quality of mobile app and website satisfaction each slip 1% to 81, while quality of connectivity via Bluetooth or Wi-Fi enters the benchmark table for the first time at 77. Service concerns also exist, as evidenced by warranty coverage's 1% dip to 81.

Conversely, call center satisfaction rises 3% to 76. As manufacturers push toward connected appliances, interoperability platforms, and AI-supported functionality, the digital experience must keep pace with those ambitions. App crashes, unreliable connections, and fragmented platforms risk undermining the value of otherwise useful connected features.

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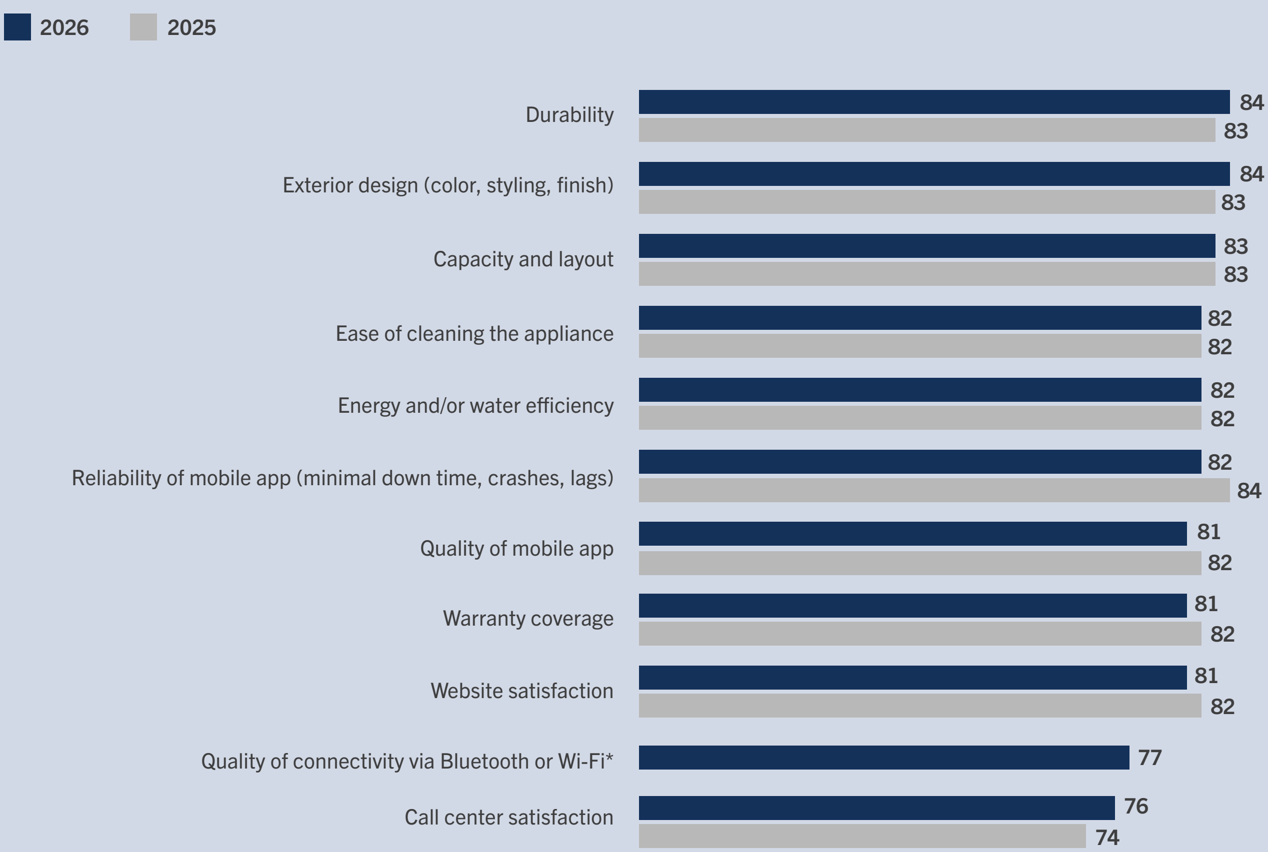
**HOUSEHOLD APPLIANCES**

Customer Experience Benchmarks Year-Over-Year Industry Trends

**0-100 Scale**




*Not measured in 2025.

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### Manufacturer-Provided Service Experience Benchmarks

Appliance manufacturers make notable strides in service execution. The outcome of service repairs improves 1% to 80. Courtesy and helpfulness of service technicians jumps 4% to 79, and timeliness of service repairs improves 4% to 79. Ease of arranging service holds at 76.

These improvements represent real progress, yet they do not fully offset the broader pressures on satisfaction. Overall satisfaction still declines despite better service marks, and customer complaints increase substantially. Better repair execution alone cannot sustain satisfaction when reliability weakens and the digital ownership experience softens.

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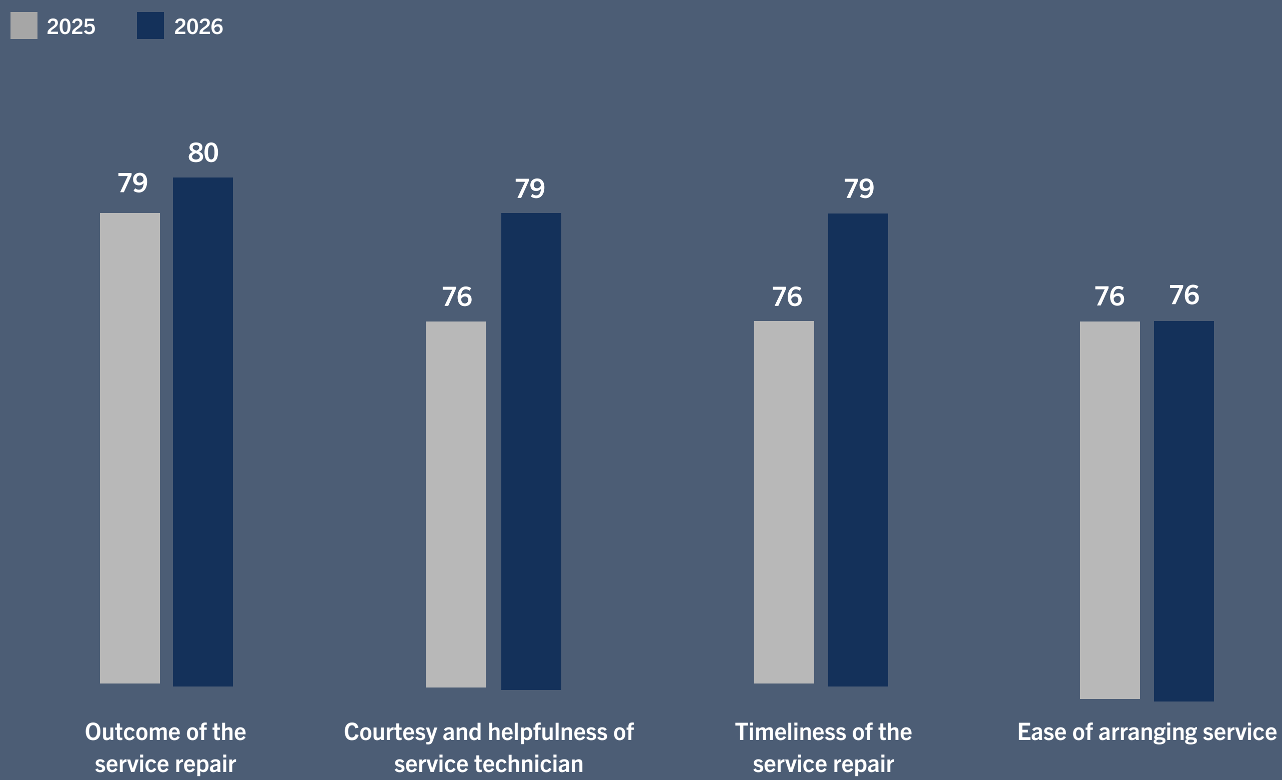
**APPLIANCES: MANUFACTURER-PROVIDED SERVICE EXPERIENCE**

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

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## VACUUM CLEANERS

The vacuum cleaner industry falls 1% to an ACSI score of 78 in its second year of measurement. Shark holds at 81 and takes the top position among reported brands. Samsung follows at 80, with Bissell and Dyson tied at 79 (each down 1%). Kenmore (78) and Oreck (76) join the competitive field for the first time. Roomba (iRobot) slips 1% to 77, while Dirt Devil and Hoover hold at 76, Electrolux falls 1% to 75, and Eureka drops 3% to 75. LG debuts at 74. No returning brand improves year over year.

The category continues its evolution from simple cleaning tool to smart home device. Robot vacuums with AI-powered navigation, room mapping, and automated schedules move further into the mainstream. Cordless stick vacuums gain ground on the strength of lighter designs, stronger batteries, and improved performance, reshaping consumer expectations around mobility and convenience — particularly among younger buyers who prioritize products that minimize effort. Manufacturers respond with self-emptying docks, self-cleaning brush systems, and automated maintenance features. Right now, convenience increasingly functions as a premium attribute alongside raw cleaning power.

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### VACUUM CLEANERS

**0-100 Scale**

| BRAND | 2025 ACSI | 2026 ACSI | % CHANGE |
|---|---|---|---|
| **Vacuum Cleaners** | **79** | **78** | **-1%** |
| Shark | 81 | 81 | 0% |
| Samsung | 82 | 80 | -2% |
| Bissell | 80 | 79 | -1% |
| Dyson | 80 | 79 | -1% |
| All Others | 78 | 78 | 0% |
| Kenmore | NA | 78 | NA |
| Roomba (iRobot) | 78 | 77 | -1% |
| Dirt Devil (TTI) | 77 | 76 | -1% |
| Hoover (TTI) | 76 | 76 | 0% |
| Oreck | NA | 76 | NA |
| Electrolux | 76 | 75 | -1% |
| Eureka | 77 | 75 | -3% |
| LG | NA | 74 | NA |

NA = Not Available.

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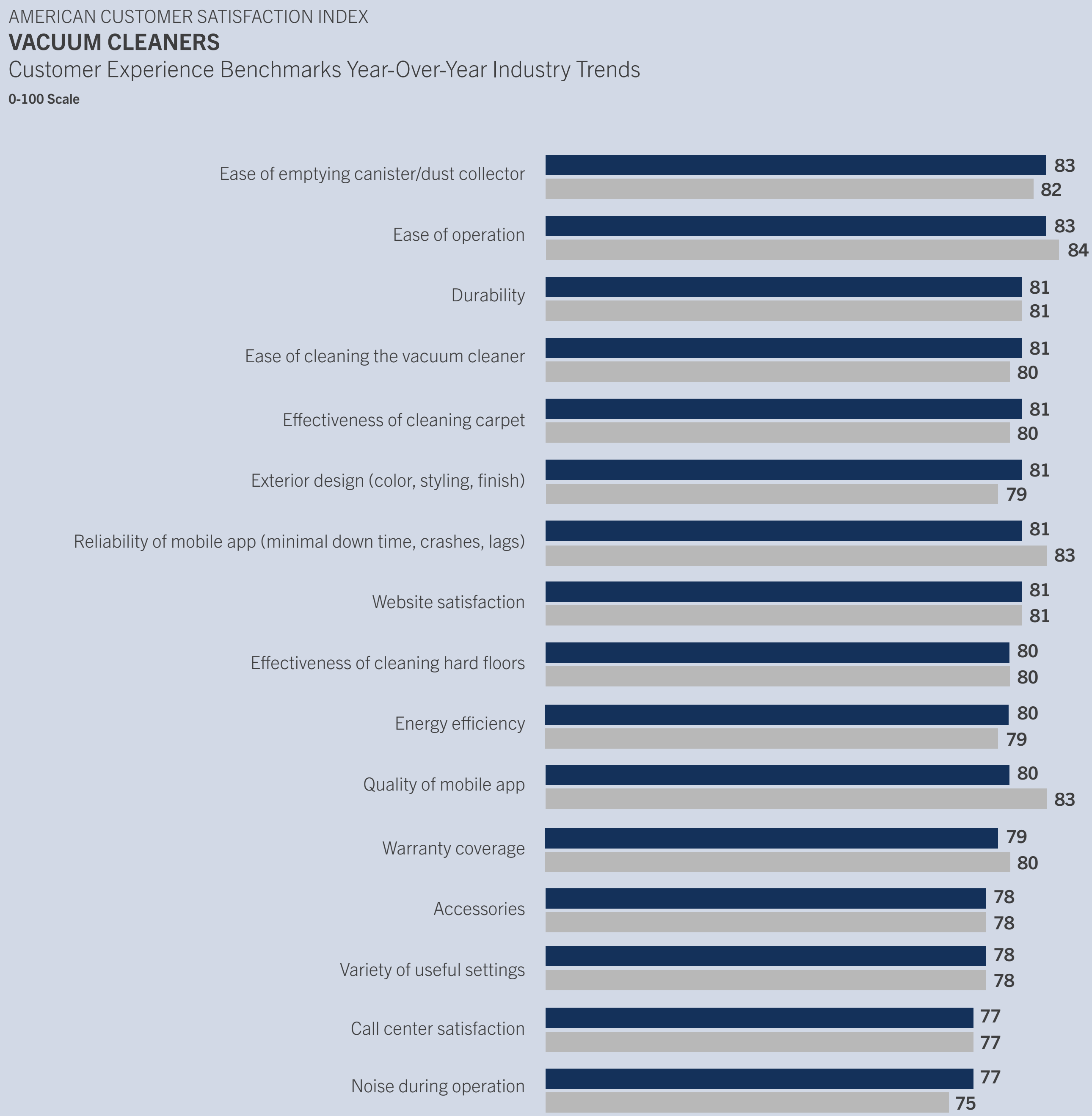
### Vacuum Cleaner Customer Experience Benchmarks

Convenience and product design drive the strongest benchmark gains. Ease of emptying the canister or dust collector improves 1% to 83, tying ease of operation (down 1%) for the top position. Ease of cleaning the vacuum and effectiveness of cleaning carpet each improve 1% to 81, matching durability, which holds at 81. Exterior design jumps 3% to 81, the largest product-side gain, reflecting the growing importance of aesthetics and form factor as vacuum cleaners become more visible fixtures in the home. Noise during operation improves 3% to 77. Energy efficiency gains 1% to 80, while effectiveness of cleaning hard floors holds at 80.

The largest declines concentrate in digital experiences. Mobile app quality has the biggest drop, falling 4% to 80. Reliability of mobile app declines 2% to 81, while website satisfaction holds at 81. Warranty coverage slips 1% to 79. Accessories and variety of useful settings each hold at 78, and call center satisfaction remains at 77. As vacuums add app connectivity, scheduling tools, room mapping, and smart home integrations, customers now judge manufacturers by how well the vacuum cleans and how reliably the supporting software performs.

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## Manufacturer-Provided Service Experience Benchmarks

Service access emerges as the vacuum industry's most significant weak spot. Ease of arranging service falls 5% to 77, the largest decline among the four service benchmarks. The outcome of service repairs drops 2% to 79. Timeliness of service repairs holds at 79, and courtesy and helpfulness of service technicians improves 3% to 79.

Customers rate their interactions with technicians positively but express growing frustration with the process of accessing service in the first place. As vacuum cleaners become more technologically complex and more expensive to replace, manufacturers that streamline service scheduling, improve repair outcomes, and build confidence in warranty support stand to differentiate themselves.

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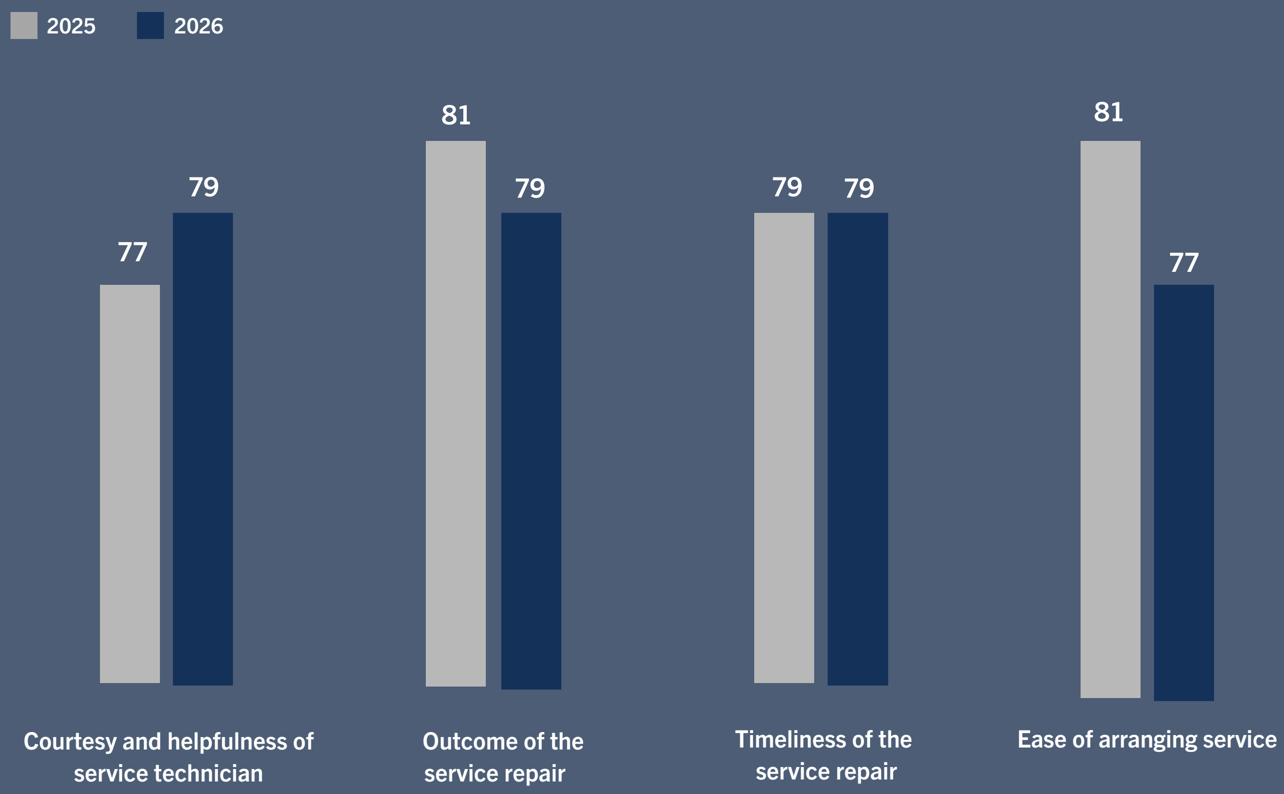
AMERICAN CUSTOMER SATISFACTION INDEX

**VACUUM CLEANERS: MANUFACTURER-PROVIDED SERVICE EXPERIENCE**

Customer Experience Benchmarks Year-Over-Year Industry Trends

**0-100 Scale**

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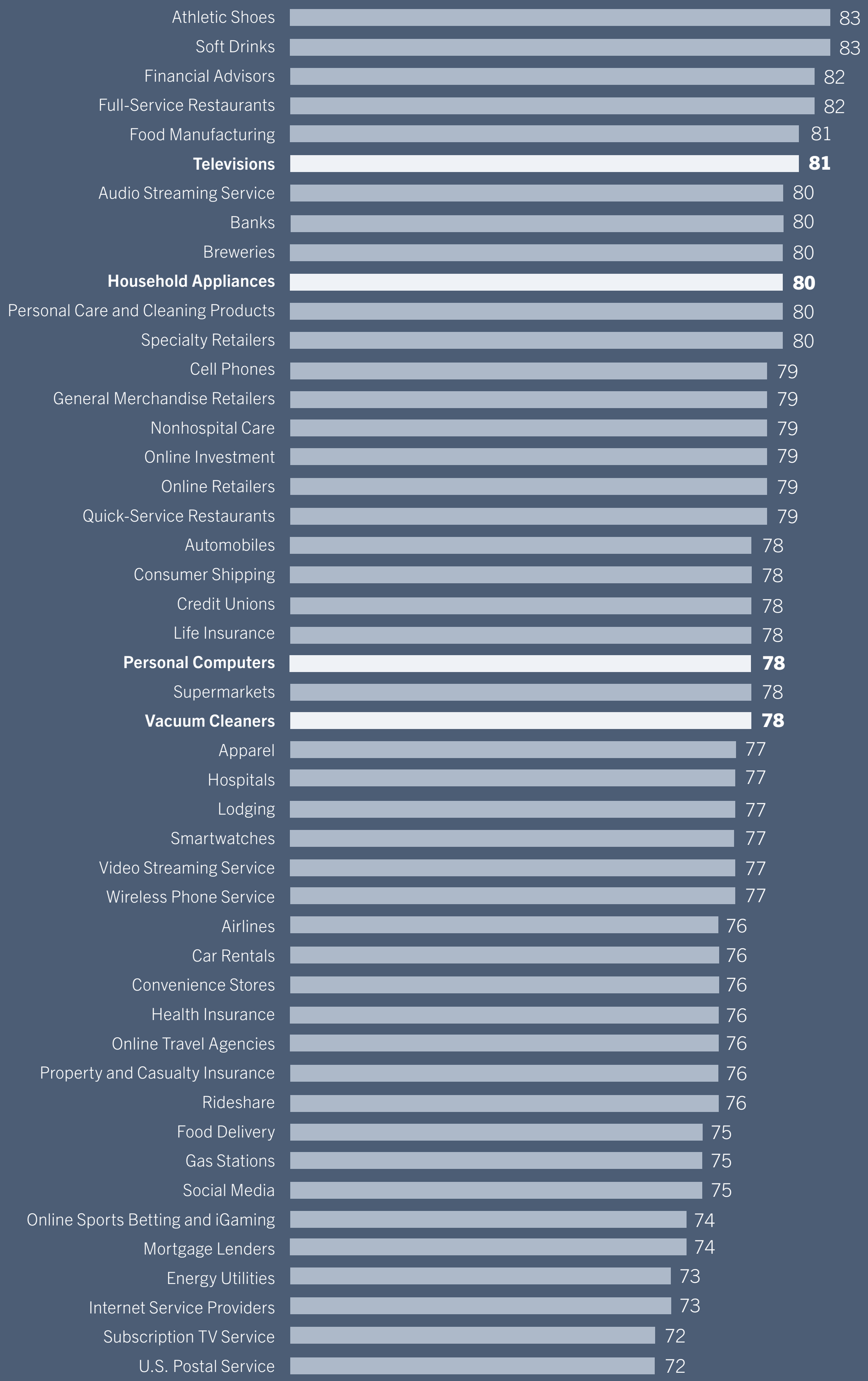
AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®)

## Customer Satisfaction Benchmarks by Industry

**0-100 Scale**

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## Methodology

The ***ACSI Household Appliance and Electronics Study 2026*** is based on 21,590 completed surveys. Customers were chosen at random and contacted via email between July 2025 and June 2026. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of "all other"—and thus smaller—companies.

ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

## About the ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator and a leading provider of customer analytics products that help organizations build lasting customer relationships and prove ROI on experience investments. ACSI's AI-enhanced platform delivers intuitive dashboards and cause-and-effect analytics that pinpoint the quality drivers most predictive of customer allegiance, retention, price tolerance, and financial performance. ACSI data has been shown to correlate strongly with key micro and macroeconomic indicators, including consumer spending, GDP growth, earnings, and stock returns.

Founded in 1994 at the University of Michigan's Ross School of Business, the ACSI measures customer satisfaction with more than 400 companies in over 40 industries, including federal government services, based on approximately 200,000 annual interviews.

## Contact Information

For more information regarding this study, the household appliance and electronics industries, and how the ACSI can help your company harness the power of customer satisfaction to improve your bottom line, visit **www.theacsi.com** or contact:

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