

Home Laundry Appliances in the Netherlands

Market Direction | 2022-12-12 | 39 pages | Euromonitor

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Report description:

The boost to retail volume sales provided by the Coronavirus (COVID-19) pandemic had a negative effect on home laundry appliances in 2022, as consumers had brought forward the replacement of existing products and models. The dip in retail volume sales during 2022 was also inevitable given weaker consumer confidence at the end of the review period. Consumers were less willing to purchase big-ticket items in light of economic uncertainty. Instead, consumers were interested in saving and delaying p...

Euromonitor International's Home Laundry Appliances in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home Laundry Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Decline in retail volume sales of home laundry unsurprising after the spike during the pandemic

Second-hand sales and leasing foster sustainability

Electrolux Home Products (Nederland) leverages popular offers across price segments to lead home laundry appliances

PROSPECTS AND OPPORTUNITIES

Home laundry set to return to positive growth over the forecast period

Second-hand items and leasing to pique interest for sustainability, economic and convenience reasons

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