

Home Laundry Appliances in Italy

Market Direction | 2023-12-08 | 41 pages | Euromonitor

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Report description:

Sales of home laundry appliances have continued to decline in retail volume terms in 2023, after a steep decline in 2022. This is in part due to high interest rates which have made it more difficult for consumers to buy a new home, as well as making it more expensive to buy big ticket items such as home laundry appliances on credit. Additionally, many consumers had already replaced their home laundry appliances in 2021 when COVID-19 restrictions started to be eased and as such had reset the repl...

Euromonitor International's Home Laundry Appliances in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
December 2023

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Economic pressures limit demand for home laundry appliances but tourist accommodation provides some sales opportunities

Larger and more energy efficient units finding the favour of consumers

Production levels drop while Chinese brands continue to make inroads with strong value proposition

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Consumers become used to next-generation laundry machines

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