

Home Laundry Appliances in the Netherlands

Market Direction | 2023-12-05 | 37 pages | Euromonitor

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Report description:

Home laundry faced a decline in retail volume sales in 2023 as price-sensitive consumers were reluctant to spend on big ticket items. Additionally, sales of home laundry appliances rose during COVID-19; meaning that the need to replace items was low in 2023. Automatic dryers have a lower penetration rate compared to automatic washing machines, with consumers reluctant to purchase these products due to economic and sustainability concerns.

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 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.

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reliable information resources to help drive informed strategic planning.

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