

Home Laundry Appliances in Chile

Market Direction | 2023-12-15 | 37 pages | Euromonitor

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Report description:

After record growth in 2021, driven by greater financial liquidity available to Chileans through various government initiatives to support the local economy, demand for home laundry appliances notably declined in 2022. Since many Chileans had already updated their range of consumer appliances during the pandemic, volume sales fell to below 2019 levels following significant investments made the previous year. Rising inflation also placed pressure on household incomes, with many consumers postponi...

Euromonitor International's Home Laundry Appliances in Chile 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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Most dynamic performance by automatic washer dryers driven by single-person households

Top-loading format continues to drive sales of automatic washing machines

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Brand rankings unlikely to change at the top due to consumer trust and loyalty

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