

Home Laundry Appliances in Germany

Market Direction | 2023-12-13 | 38 pages | Euromonitor

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Report description:

Throughout 2023, a harmonised trend was being seen across all German home laundry appliance categories, reflecting the country's unyielding standards and preferences. Driven by uniform consumer demands for durability, innovation and efficiency, this trend also mirrors Germany's commitment to top-tier product quality. Economic considerations, such as the challenges of inflation and the complexities of the housing market, played pivotal roles in shaping purchasing behaviour. As Germany continues i...

Euromonitor International's Home Laundry Appliances in Germany 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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