

## **Home Laundry Appliances in Egypt**

Market Direction | 2023-12-20 | 40 pages | Euromonitor

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### **Report description:**

Automatic washing machines continue to see healthy volume growth in 2023, following the sharp rise in purchases in the year prior. Automatic washing machines witnessed exceptional growth in 2022, as consumers invested in these appliances before currency devaluations took effect in the country. Prices rose significantly, with some retailers accused of pushing up prices to exceptionally high levels and taking advantage of the shortage of some models. Volume sales of medium capacity automatic washi...

Euromonitor International's Home Laundry Appliances in Egypt 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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Euromonitor International  
December 2023

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Demand remains steady for automatic washing machines

Semi-automatic washing machines continue to show positive volume growth

LG retains top position and benefits from its domination of connected automatic washing machines

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Built-in laundry appliances to remain a limited category

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