

## **Home Laundry Appliances in Hungary**

Market Direction | 2023-12-21 | 38 pages | Euromonitor

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### **Report description:**

The home laundry appliances landscape recorded an overall retail volume decline in 2023, challenged by inflation and rising price points. Automatic dryers continued to decline in terms of retail volume in 2023. Media in the country were active in discussing the high-energy consumption of these appliances, which hindered sales during a time of rising energy prices.

Euromonitor International's Home Laundry Appliances in Hungary 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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A decline in sales as rising energy costs dampen use of home laundry appliances

Rising price points and inflation leads consumers to repair instead of replacing

Front-loading washing machines increasingly favoured over top-loading models

#### PROSPECTS AND OPPORTUNITIES

Sales of automatic dryers and washer dryers increase, driving volume growth

Automatic washer dryers see sales declines as replacement cycles are prolonged

Built-in home laundry appliances will outperform freestanding options

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