

## **Dishwasher - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

The Dishwasher Market size is estimated at USD 36 billion in 2024, and is expected to reach USD 40.73 billion by 2029, growing at a CAGR of 2.5% during the forecast period (2024-2029).

The COVID-19 pandemic positively influenced the dishwasher market, unlike many other industries. Brands like LG, Bosch, and Voltas Beko saw a rise in demand for dishwashers as many consumers started to cook at home amidst remote working during the COVID-19 pandemic. Amidst the coronavirus outbreak, many customers worldwide were working from home, cooking more, and ordering less. This led to a rise in demand for the dishwasher category. Indicating a change in consumer demand and buying patterns during the COVID-19 pandemic, BSH Home Appliances, Europe's largest appliance brand, reported three times the demand than usual for dishwashers in June 2020.

The changing lifestyle of consumers was one of the major factors expected to drive the growth of dishwashers globally. In addition, the increasing popularity of the modular kitchen concept, rising adoption of connected home appliances, a higher per capita income level, and the increasing influence of the Western lifestyle are some other factors expected to increase the demand for different types of dishwashers globally. Furthermore, the ease of availability and advancements in technology are influencing consumers to buy dishwashers, especially in developing economies, and the growing influence of the Western lifestyle is likely to boost the sales of dishwashers in the Asia-Pacific region. Manufacturers are also focusing on continuous technological innovations in the field of electronic kitchen appliances to add more value to their products and enhance their functionality, which will likely enable them to enhance the convenience of users. Over the past few years, manufacturers have been investing in product development to provide additional benefits to consumers. They have integrated sensors and features to products that can be connected to smartphones to monitor the detergent level and receive alerts about the wash cycles. Additionally, manufacturers are introducing localized products based on consumers' needs from a particular region or country.

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## Dishwasher Market Trends

### Product Innovations are Augmenting the Market Growth

Product innovations and technological developments allow key players to promote their products and services by considering country-specific requirements, which are likely to change market dynamics in the upcoming years. The developments that are being made in the dishwashers are providing better mechanics for dishwashing, manufacturing machines that produce minimum sound, incorporating sensors and features that will enable them to connect to smartphones, and developing a system that will help in monitoring the detergent level and the alert notifications of the dishwasher cycles. The rising influence of printed or online documentation, websites, advertising campaigns, and other marketing communication materials for dishwashers is influencing the sales of dishwashers.

Furthermore, key players are focusing on product innovation in dishwashers, including pre-soak cycles, removable trays, fold-down tines, adjustable racks, better spray arms, and improved wash and dry systems in the final product, which is likely to support market growth. In developed economies, increasing consumer inclination to replace an old dishwasher or undergo a kitchen renovation is also anticipated to drive demand during the forecast period.

### Rising Demand for Dishwashers in the Asia-Pacific Region

In Asia-Pacific, the increasing preference for a hustle-free lifestyle and the growing industrial application of dishwashers are supporting the growth of the dishwasher market in the region. Significant changes in living standards and growing urbanization in developing countries in India and China are expected to boost the sales of freestanding and built-in dishwashers in the region.

In the Asia-Pacific region, China is likely to continue its dominance due to the growing demand for dishwashers and various kitchen appliances. The launch of new and innovative products is expected to accelerate the regional dishwasher market's growth. For example, Haier Group Corporation introduced its Chinese-style 45 cm and 60 cm Hybrid series dishwashers, tailored as per the kitchens of China. The seamless shopping experience, with the dominance of private label brands and rising internet penetration, is further encouraging consumers to buy dishwashers online in the region.

### Dishwasher Industry Overview

The global dishwasher market is highly fragmented, and the leading market players are focusing on a strong distribution network to increase their market share. Some major players operating in the global dishwasher market are Haier Group Corporation, Electrolux AB, Aga Rangemaster Group, LG Electronics Inc., Whirlpool Corporation, Robert Bosch GmbH, and Fagor Electrodomesticos.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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