

Sweden Laundry Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The Sweden Laundry Appliances Market size is estimated at USD 325.55 million in 2024, and is expected to reach USD 401.07 million by 2029, growing at a CAGR of 4.26% during the forecast period (2024-2029).

A laundry appliance is a machine that uses water to clean and rinse textiles, although it is not restricted to washing. It may also be used to dry things out. The demand for washing equipment from dual-income homes is increasing in Sweden's Laundry Appliances market. Households prefer Laundry Appliances that save time and are energy efficient. Laundry Appliances that are low in cost and multipurpose are also gaining momentum in the market. The demand for domestic Laundry Appliances is seen more in the urban market, especially in high-tier cities.

Laundry Appliances have gained both popularity and demand due to the rising disposable income and changing lifestyles of people across Sweden, and this is, in turn, narrowing the price gap between the same Laundry Appliance Products offered by different companies. In addition, technological advancements in appliances have also accounted for the growth of the Laundry Appliances Market. Easy and functional appliances are the need of the hour, which has led to the development of smart and efficient machines. Laundry Appliances can save time and eliminate physical effort, which has been a major reason for the increase in the demand for Laundry Appliances in Sweden. The growing involvement of people in various sporting activities, such as Baseball, Football is another factor fueling the need for Laundry Appliances.

The COVID-19 pandemic affected the demand and supply of the Sweden Laundry Appliances Market. Lockdowns across the globe, supply chain disorders, and oscillating supply of raw materials forced manufacturers to shut down production, leading to an unfortunate decline in market growth. Post-COVID-19, Sweden's Laundry appliances market registered growth with technological advancements in product functioning.

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Sweden Laundry Appliances Market Trends

E-Commerce Growth is Driving the Market

There has been an upsurge in the E-Commerce industry in Sweden. Subsequently, a significant amount of Laundry Appliances were ordered through E-Commerce platforms. This is due to the current lifestyles of most people in Sweden, and shopping through E-Commerce platforms has become a viable option for those with hectic schedules. Visiting an offline Store involves time and energy investment. Shopping through E-Commerce platforms saves a lot of time for potential buyers of products like Laundry Appliances. Also, E-Commerce platforms focus on making the products more affordable by charging lower prices than a physical store. These factors account for the rise in Laundry Appliance purchases through E-Commerce platforms.

Increase in Urbanization is Driving the Market

Urbanization, which typically results in an increase in the number of households, especially in urban areas, is one of the factors driving the Swedish market for laundry appliances. The demand for household appliances, including laundry appliances, tends to increase as more people relocate to cities.

People frequently have less room for outdoor clothing drying in urban areas, and there may also be less time available for manual laundry. Because they can save time and effort compared to conventional hand washing and drying methods, washing machines and dryers are becoming more and more popular as a result. Additionally, urbanization is changing consumer preferences and lifestyles, increasing the need for more sophisticated laundry appliances with attributes like smart connectivity, eco-friendliness, and energy efficiency.

Sweden Laundry Appliances Industry Overview

The Sweden Laundry Appliances Market is consolidated, with fewer players dominating the market. The report covers major players in the Sweden Laundry Appliances Market. In terms of Market Share, Bosch and Electrolux occupy more than 50% of the market. Cylinda also occupies 15% of the market share. The major 3 to 4 players occupy over 75 % of the market share. The market is expected to have new entrants in the forecasting period with a rise in technological innovations and newer services.

Additional Benefits:

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

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