

Home Laundry Appliances in Colombia

Market Direction | 2024-12-12 | 38 pages | Euromonitor

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Report description:

Sales of home laundry appliances saw steady growth in retail volume terms in 2024, rebounding from the contraction seen in 2023. The category benefited from the strong performance of semi-automatic washing machines, which experienced double-digit growth. Several significant factors contributed to this growth, including increased consumer purchasing power, the expansion of e-commerce, and the opening of new appliances and electronics specialists. Furthermore, companies implemented marketing strat...

Euromonitor International's Home Laundry Appliances in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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