

## **Home Laundry Appliances in the Philippines**

Market Direction | 2024-12-13 | 40 pages | Euromonitor

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### **Report description:**

Retail volume sales of home laundry appliances are expected to increase in the Philippines in 2024. Home laundry appliances sales continue to experience growth as penetration remains relatively low, while consumers are looking for a solution to save time on home chores, especially with many spending more time outside the home. The Philippines is also continuing to see rapid urbanisation, with many people moving to high-rise buildings in city areas. The smaller living space available in such build...

Euromonitor International's Home Laundry Appliances in Philippines 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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reliable information resources to help drive informed strategic planning.

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Automatic washing machines becomes more affordable and innovative  
Sharp maintains its lead, while Panasonic closes the gap with its automatic washing machine

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