

Home Laundry Appliances in Australia

Market Direction | 2025-01-10 | 40 pages | Euromonitor

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Report description:

Demand for home laundry appliances in Australia remains stable, albeit with undynamic growth in 2024. However, there is a rise in preference for front-loading automatic washing machines. These models are usually bought as part of a bundle deal with heat pump automatic dryers. Local consumers are searching for products that match within the space, and buying from the same brand to take advantage of the connectivity, and preferably, match their aesthetics, makes the bundle highly attractive. Front...

Euromonitor International's Home Laundry Appliances in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 2029 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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Euromonitor International
January 2025

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2024 DEVELOPMENTS

Front-loading models and heat pump dryers often purchased as bundle deal
The search for value for money, as local economy pressurises consumer budgets
Energy efficiency and water usage ratings important factors

PROSPECTS AND OPPORTUNITIES

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Sustainability to remain prevalent trend in Australia
Families will remain predominant growth drivers over forecast period

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