

Home Laundry Appliances in Greece

Market Direction | 2025-01-10 | 39 pages | Euromonitor

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Report description:

In 2023, the retail profile of home laundry appliances in Greece was undermined by the demand for refrigeration appliances, which benefited from government subsidy vouchers. As a result, retailers did not focus as much on home laundry appliances. To balance out the focus on refrigeration appliances in the previous year, there was a very strong focus among retailers on home laundry appliances in 2024, as demand for the former fell. Driven by intense price promotions, as retailers tried to push re...

Euromonitor International's Home Laundry Appliances in Greece 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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