

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.

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Table of Contents:

Home Laundry Appliances in Greece
Euromonitor International
January 2025

List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Automatic washing machines become a key focus for retailers

Housing design trends are unfavourable to built-in home laundry appliances

Larger automatic washing machines gain favour amid high electricity bills

PROSPECTS AND OPPORTUNITIES

Larger capacity models to grow demand in automatic washing machines

Energy-efficiency and smart technologies to gain momentum

Manufacturers and retailers to push premium brands

CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 2 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 8 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 10 □LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 11 □Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 12 □Production of Home Laundry Appliances: Total Volume 2019-2024

Table 13 □Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 14 □Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 15 □Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 16 □Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

CONSUMER APPLIANCES IN GREECE

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 18 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 20 Sales of Consumer Appliances by Category: Value 2019-2024

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Table 21	Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 22	Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 23	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 24	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 25	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 26	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 27	□Sales of Small Appliances by Category: Volume 2019-2024
Table 28	□Sales of Small Appliances by Category: Value 2019-2024
Table 29	□Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 30	□Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 31	□NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 32	□LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 33	□NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 34	□LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 35	□Distribution of Major Appliances by Format: % Volume 2019-2024
Table 36	□Distribution of Small Appliances by Format: % Volume 2019-2024
Table 37	□Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 38	□Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 39	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 40	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 42	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 43	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 44	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 45	□Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 46	□Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 47	□Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 48	□Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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