

Home Laundry Appliances in Portugal

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

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Report description:

Home laundry appliances have already reached high levels of household penetration in Portugal and there is limited opportunity for further volume growth. Long replacement cycles are also a hindrance to retail volume sales, especially following the surge in sales that occurred during the pandemic. Constraints on household budgets have limited the investment on replacements of old models unless it is essential. Manufacturers continue to invest in premium models using AI. The possibility of pairing...

Euromonitor International's Home Laundry Appliances in Portugal 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 Portugal
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List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited scope to grow volumes poses a challenge

Energy efficiency remains a key driver in home laundry appliances

Dryers struggle to gain higher household penetration

PROSPECTS AND OPPORTUNITIES

Home laundry appliances to contract in volume terms

Sustainability trend is to further shape product development

Manufacturers expect new housing constructions to pick up

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 PORTUGAL

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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