

Asia Pacific Portable Washing Machine - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Asia Pacific Portable Washing Machine Market size is estimated at USD 5.42 billion in 2025, and is expected to reach USD 6.81 billion by 2030, at a CAGR of 4.67% during the forecast period (2025-2030).

Key Highlights

- Developing countries dominate the market in the Asia-Pacific region. Rising disposable incomes and rapid urbanization, as well as innovative and attractive advertising by manufacturing companies, are creating a potentially disruptive market environment in the Asia-Pacific. The increase in urban population and middle-class families has led to low-cost devices dominating the market and consumers willing to enjoy the convenience of technology available in the market.
- Although high prices for some essential items have slowed growth, low-cost products made in China are dominating the market, helping strengthen the company's position in the Asia-Pacific consumer electronics market. Manufacturers from China and South Korea hold a large market share in the Asia-Pacific region, and energy efficiency is becoming an increasingly high priority for consumers. Eco-friendly inventions will be most important in shaping the washing machine market in the region.
- The demand for mini washing machines is driven by increasing environmental awareness and the introduction of strict environmental regulations. Market growth is fuelled by the increasing demand for energy-efficient and water-saving home appliances, as well as the growing need for the convenience and portability of compact washing machines.
- The post-COVID scenario of the Asia Pacific portable washing machine market is witnessing significant growth. With the increased focus on hygiene and cleanliness, portable washing machines have become popular among urban dwellers and those living in small spaces. The market is expected to experience a surge in demand due to the convenience and efficiency offered by these compact washing machines.

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Increased Demand for Portable Washing Machines in Small Homes

- A foldable washing machine is one of the trends in modern laundry appliance design. In some of the most populous cities, most people live in small buildings or apartments, the main reason for which is lack of space. Considering foldability in the design makes washing machines not only easier to transport but also more convenient to use, especially in limited spaces. Address limited space issues by improving design modularity and versatility.
- Furthermore, rapid urbanization in many countries in the Asia-Pacific region has led to people moving to urban areas, and living space has become smaller, making mini washing machines a necessity. In addition, there are many students and young professionals in this area who frequently change their residences, so portable and space-saving mini washing machines are very attractive. Additionally, increasing awareness of environmental sustainability is driving consumers to choose compact washing machines.

China is Dominating the Portable Washing Machine Market

- China is the world's largest portable washing machine market by volume, consumption, sales, and exports. The washing machine is one of the most essential household appliances in China. The commercial use of washing machines in hotels, resorts, and other institutions for large loads of commercial laundry is also rising.
- The washing machine market growth in China is mainly attributed to rapid urbanization, increasing disposable income, improved rural electrification, and the government's subsidy program launched to encourage the sale of big appliances in the rural areas of China, which has contributed to the penetration of big appliances in China. This has also contributed to the increase in replacement potential for domestic appliances in China.
- The market's growth is expected to be driven by the increasing population in urban areas and the disposable income that makes these appliances affordable. The country's per capita income has increased, resulting in a rise in disposable income, which has led to a surge in consumer spending, which is a major factor in the growth of the market.

Asia Pacific Portable Washing Machine Industry Overview

The Asia-Pacific portable washing machine market is fragmented. The portable market tends to be competitive with the presence of international players. Energy labels and energy-efficiency policies have enabled manufacturers to focus on the development of energy-efficient products. Manufacturers are focusing on new product development, advancement in technologies, and increasing their manufacturing capacity.

Domestic players have turned their focus towards rural areas as urban markets are dominated by foreign multinationals. Some of the key players in the washing machine market are LG Electronics India Pvt. Ltd., Samsung India Electronics Ltd, Whirlpool, Godrej, Electrolux, IFB, Lloyd, Bosch, Haier, Videocon, and Other prominent players.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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