

Europe 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 Europe Portable Washing Machine Market size is estimated at USD 2.56 billion in 2025, and is expected to reach USD 3.15 billion by 2030, at a CAGR of 4.18% during the forecast period (2025-2030).

Key Highlights

- One of the main trends in the European washing machine market is the introduction of high-tech products. The increasing demand for innovative high-tech appliances has fueled the popularity of portable washing machines in Europe. These smart, high-tech products not only offer essential features but also provide the highest value for the money spent. Product innovation and portfolio extensions are the two main factors driving the growth of the European washing machine market.
- Mini-washing machines are experiencing high demand, driven by increasing environmental concerns and stringent regulations. The market for mini washing machines is expanding due to the growing need for energy-efficient and water-saving appliances, as well as the demand for convenient and portable options.
- Several factors contribute to the market's growth, including the rising urban population facing limited space, the increasing trend of living alone, the demand for convenient and time-saving appliances, growing awareness of environmental sustainability, and the desire for energy-efficient washing machines.

Europe Portable Washing Machine Market Trends

Number Of Working People Increases

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- As Europe's working population continues to grow, so does the demand and supply of laundry equipment. This trend is a response to the current lifestyle where individuals have limited personal time. Therefore, laundry appliances, such as washing machines capable of reducing the labor required for the entire washing process, have become a viable option, saving users a significant amount of time.
- The increasing number of working individuals in Europe, leading busy lives, is a primary factor contributing to the surge in online sales of laundry equipment. People can conveniently search for desired products and make purchases with just a click. A substantial number of individuals prefer online platforms for buying washing equipment due to the time and energy savings, eliminating the need to visit physical stores.
- Moreover, some e-commerce platforms entice customers with attractive offers, including installment payment options (EMIs), to build a large customer base. Additionally, the prices of these washing machines are often more affordable compared to those in offline stores.

Positive Growth of Small Appliances in Germany

- The appliance manufacturing industry is booming in Germany as a result of the growing demand for appliances. Germany's growing urbanization, brand innovation, changing customer preferences, and corporate marketing & advertising are the primary factors driving the small home appliances market in the country.
- Many consumers are purchasing small household appliances such as portable washing machines as a result of increasing income levels. Smart vendors of consumer electronics also see great potential in the home appliances market. German consumers are more interested in energy-saving smart home appliances and prefer small, energy-efficient appliances.

Europe Portable Washing Machine Industry Overview

The European portable washing machine market is highly fragmented. and competitive. It is home to several big global brands. Throughout the forecast period, the market under study offers growth prospects, which is anticipated to intensify market competition. The market under study is competitive, with several firms owning sizeable shares. The major players dominating the market are Whirlpool, Bosch, Electrolux, LG and Samsung.

Additional Benefits:

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

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