

North America Tumble Dryers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The North America Tumble Dryers Market size is estimated at USD 3.65 billion in 2025, and is expected to reach USD 4.47 billion by 2030, at a CAGR of 4.12% during the forecast period (2025-2030).

Among the home appliances segment in North America, major appliances exist with a significantly large share, resulting in the creation of an expanding sales environment for the tumble dryer manufacturer. A tumble dryer exists with the features of fully drying the laundry rather than extracting some of the fluid inside making it a preferable appliance for users who need quick and fast drying of clothes. The rising sales volume of washing machines in the regions signifies a rising interest of people in managing their clothes using laundry appliances. It is leading to an increasing number of manufacturers launching their tumble dryers in the market with rising expenditure on advertisement for increasing sales.

Post-COVID-19, the continuously increasing urbanization rate in North America combined with a rising employment rate resulted in an increasing number of people opting for minimizing their time in laundry and clothes leading to tumble dryers emerging as an efficient solution for this.

Technology and product innovations are leading manufacturers to equip their tumble dryer products with smart, automatic, and energy-saving features. Increasing demand for energy efficiency is leading to rising demand for heat pump tumble dryers in comparison to standard electric dryers with their comparatively higher energy saving feature. Wifi enabled features in the appliance enable the user to control the tumble dryer remotely, and smart sensor features provide excellent drying. In addition, rising sales channels of e-commerce and direct website sales are expanding the sales opportunity for tumble dryer manufacturers with a rising market size and business.

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North America Tumble Dryers Market Trends

Rising Online Sales

As tumble dryers exist as a segment of major appliances with its rising online revenue share in North America leading to manufacturers investing in expanding their sales through online channels. Rising user penetration in North American e-commerce channels through key players such as Amazon, eBay, and Online big-box stores are making users available with a wide range of tumble dryer products from the comfort of their homes. The availability of embedded smart features in tumble dryers is leading to manufacturers launching a wide range of automatic and semi-automatic tumble dryer appliances with their increasing penetration and online revenue share in the region. In addition, the rising online retail volume of laundry appliances is acting as a push factor for the tumble dryer market with the creation of a positive externality for sales of tumble dryers.

United States Leading the Market

The United States, with its rising population and employment rate, is emerging as a major market for tumble dryers in North America. A rising revenue of the laundry care market in the United States is leading to a positive externality for the sales of tumble dryers, with a major share of demand emerging from the urban centers where there exists an ample number of service centers as well as retail stores for tumble dryers. With an urbanization rate of around 90% in the United States, New York, Los Angeles, Chicago, and Dallas have emerged as major centers for expanding sales. The United States exists as a country leading globally in the revenue of the laundry care market making it an attractive market for global tumble dryer manufacturers to expand sales and invest in. These existing trends make the United States the leading North American market for the sales of tumble dryers.

North America Tumble Dryers Industry Overview

North America's laundry care market is fragmented, with a large number of players existing in the market. Manufacturers are competing with each other by embedding their products with smart features and expanding sales through online channels. The region is attracting global manufacturers to expand the manufacturing and sales of tumble dryers. Some of the existing players in North America's tumble dryer market are Electrolux, Asko Appliances, Whirlpool, Bosch and LG.

Additional Benefits:

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

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