

## **Russia Laundry Appliances - 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 Russia Laundry Appliances Market is expected to register a CAGR of greater than 1% during the forecast period.

The Laundry Appliances Market includes all types of Washing and Dry Cleaning equipment. Due to the changed lifestyles of people in Russia, they are looking towards equipment that could ease the process for them. As Laundry Appliances reduce the effort required for washing any cloth or garment, it was a preferred option for them. Factors like the increasing number of the middle-class population who can afford washing machines and dryers, growing levels of standard of living, and the increasing population of working women are some of the factors igniting the growth of the home Laundry Appliances market.

The Russian Laundry Appliances Market witnessed disturbances in the supply chain and sales of Laundry Appliances backed by the discontinuation of production due to COVID-19. However, this disruption was only witnessed for Commercial Laundry Appliances. As for the household Laundry Appliances segment, the market witnessed growth on the back of a complete nationwide lockdown, and the population staying in their home increased the demand for Laundry Appliances as home equipment.

A spur in the technical features in laundry appliances, such as assessment of the need for water such that usage of water is made sustainably and disrupting the power supply when the machine is not in use for the efficient use of electricity is making the innovative Laundry appliances market an ideal deal for purchase. The Industry has enjoyed an appreciable performance owing to favorable macro-economic policies such as low-interest rates, discount and exchange offers coupled with easy financing options like zero down payment and low EMI options. These factors have boosted Industry and consumer sentiments and subsequent growth and demand for Laundry Appliances in Russia.

Russia Laundry Appliances Market Trends

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## The Washing Machine Segment Dominates the Market

Although the Laundry Appliances segment has a lot of products included in it, like Washers/Extractors, Dryers, Chest-type Ironers, Steam boilers, Thermal Fluid Heater for Ironer, Lint Control Devices, Dry Cleaning Equipment, Laundry Sinks, Air Compressors, Washing Machine segment has dominated the Laundry Appliances Products in the Russian Market. Washing Machines occupy more than 50% of the Laundry Appliances Market in major regions in Russia. The major factor responsible for this is the introduction of various sophisticated Washing Machines integrated with advanced features. And even the Laundry Appliances companies have focussed more on the Washing Machine segment, which resulted in this trajectory.

## Increase in the Online Sales of Laundry Appliances is Driving the Market

There has been an upsurge in the online sales of the Laundry appliances in the Russian Market. Various Online platforms in Russia have enabled door delivery of Laundry Appliances. Householders who had busy lifestyles with less free time have opted for the Online mode of purchasing Laundry Appliances. Also, the online buying option saves a lot of time than buying at the physical store. The majority of the online platforms have kept the prices at an affordable range compared to the prices of Laundry Appliances at the physical stores. Even online platforms have provided EMI options, which have attracted a large number of customers. All these factors accounted for the overall growth of online sales of Laundry Appliances in Russia.

## Russia Laundry Appliances Industry Overview

The report covers major players in the Canada Laundry Appliances Market. In terms of Market Share, LG and Bosch occupy nearly 35% of the Market, followed by Indesit, which occupies 13 % of the Market Share. The Market is moderately consolidated, with the top 4 to 5 companies occupying nearly 58 % of the Market.

### Additional Benefits:

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

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