

Sweden Laundry Appliances - 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 Sweden Laundry Appliances Market size is estimated at USD 339.42 million in 2025, and is expected to reach USD 418.14 million by 2030, at a CAGR of 4.26% during the forecast period (2025-2030).

Laundry appliances encompass machines that utilize water for cleaning and rinsing textiles, with functionalities extending beyond mere washing to include drying. The market in Sweden is witnessing increasing demand for washing equipment, particularly from dual-income households. Consumers prioritize laundry appliances that offer time-saving features and energy efficiency. Additionally, there is a growing preference for cost-effective and multipurpose laundry appliances.

Urban markets, especially in high-tier cities, exhibit a higher demand for domestic laundry appliances. This trend is mainly driven by the rising disposable income and evolving lifestyles of Swedish consumers. Notably, the price gap between laundry appliance products offered by different companies is narrowing, indicating heightened competition and consumer accessibility.

Technological advancements play a pivotal role in driving market growth, with innovative features enhancing the functionality and efficiency of laundry appliances. The development of smart and user-friendly machines caters to the evolving needs of consumers, leading to increased adoption rates. The convenience offered by modern laundry appliances, which save time and reduce physical effort, contributes significantly to market expansion.

Furthermore, the growing participation of individuals in sporting activities such as baseball and football fuels the demand for laundry appliances. The need to efficiently clean sports gear and apparel further drives market growth. Overall, the Laundry Appliances Market in Sweden presents lucrative opportunities for manufacturers to innovate, cater to evolving consumer preferences, and capitalize on the country's changing lifestyle trends.

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Sweden Laundry Appliances Market Trends

E-Commerce Growth is Driving the Market

There has been an upsurge in the E-Commerce industry in Sweden. Subsequently, a significant amount of Laundry Appliances were ordered through E-Commerce platforms. This is due to the current lifestyles of most people in Sweden, and shopping through E-Commerce platforms has become a viable option for those with hectic schedules. Visiting an offline Store involves time and energy investment. Shopping through E-Commerce platforms saves a lot of time for potential buyers of products like Laundry Appliances. Also, E-Commerce platforms focus on making the products more affordable by charging lower prices than a physical store. These factors account for the rise in Laundry Appliance purchases through E-Commerce platforms.

Increase in Urbanization is Driving the Market

Urbanization, which typically results in an increase in the number of households, especially in urban areas, is one of the factors driving the Swedish market for laundry appliances. The demand for household appliances, including laundry appliances, tends to increase as more people relocate to cities.

People frequently have less room for outdoor clothing drying in urban areas, and there may also be less time available for manual laundry. Because they can save time and effort compared to conventional hand washing and drying methods, washing machines and dryers are becoming more and more popular as a result. Additionally, urbanization is changing consumer preferences and lifestyles, increasing the need for more sophisticated laundry appliances with attributes like smart connectivity, eco-friendliness, and energy efficiency.

Sweden Laundry Appliances Industry Overview

The Sweden Laundry Appliances Market is consolidated, with fewer players dominating the market. The report covers major players in the Sweden Laundry Appliances Market. In terms of Market Share, Bosch and Electrolux occupy more than 50% of the market. Cylinda also occupies 15% of the market share. The major 3 to 4 players occupy over 75 % of the market share. The market is expected to have new entrants in the forecasting period with a rise in technological innovations and newer services.

Additional Benefits:

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

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