

United States Laundry Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

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Report description:

The United States Laundry Appliances Market size is estimated at USD 8.10 billion in 2025, and is expected to reach USD 9.79 billion by 2030, at a CAGR of 3.86% during the forecast period (2025-2030).

In the past few years, due to increasing disposable income and improved standards of living, there has been a robust demand for laundry appliances in the United States market. Technological advancement has empowered producers to add innovative product features to boost performance and set themselves apart from competitors. Today, consumers are provided with various choices in the market ranging from color, shape, and design to multiple after-sales services, credit facilities, and other such benefits, providing comfort and a better experience to the user. The addition of such features will boost the United States laundry appliances market.

Sensors and other innovative technology are everywhere in the smart appliances trend. This market highly depends on real estate growth, both buying and renting refurbishment. Smaller appliances are innovating due to different housing arrangements worldwide. The smart home market is growing due to the growing penetration of smart homes in emerging and developed areas, rapid growth and evolution of IT infrastructure, shifting demographics, and the need to protect the global environment from hazardous waste such as greenhouse gases, toxic waste, etc. Smart home brands cater to the demands of the younger generation, such as millennials, gen-z, and so on. There are many opportunities for the smart home appliances market in the coming years, ranging from premium smart lights to high-tech AI (artificial intelligence) enabled smart taps.

US Laundry Appliances Market Trends

Increasing Disposable Income is Driving the Market

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The rising disposable income of the population is likely to positively impact the growth of laundry appliances over the forecast period. The growth of the laundry appliances market is fuelled by increased disposable income, changing lifestyles, and an increased level of standard of living, which in turn is narrowing the price gap between similar consumer products offered by different companies. As the disposable income of consumers is growing, they are more willing to invest in products with better quality. This is resulting in changing consumer behavior, with people investing more in products as well as the care of these products.

United States has Highest Demand of Washing Machines

An increase in the working population is the key factor augmenting demand for washing machines in the United States. Due to increasingly busy lifestyles, a growing number of consumers in the United States prefer to wash their laundry by washing machines. In addition to time-saving, washing machines are being preferred as they offer enhanced convenience and use less water compared to traditional hand washing. The demand for laundry appliances is increasing on the back of significant growth in the working women population. An increase in the number of women working population is driving the demand for laundry appliances that assist women with household chores.

US Laundry Appliances Industry Overview

The United States laundry appliances market is fragmented. The report covers major international players operating in the United States laundry appliances market. Regarding market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets. Some major players are Whirlpool Corporation, Frigidaire, GE Appliances, Bosch and Alliance Laundry Systems, etc.

Additional Benefits:

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

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