

## **US Portable Washing Machines - 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 US Portable Washing Machines Market size is estimated at USD 1.01 billion in 2025, and is expected to reach USD 1.24 billion by 2030, at a CAGR of 4.23% during the forecast period (2025-2030).

#### Key Highlights

- The portable washing machine market is growing due to lifestyle changes, the increasing disposable income, and the development of innovative technologies. The market is projected to grow in the coming years due to the investments of foreign manufacturers and international players. Consumer goods, including washing machines, will expand in the coming years. Population growth also has a positive effect on the consumer goods industry.
- The use of technology to produce parts with lower water and energy consumption is credited with the industry's growth in the United States. The availability of cutting-edge technologies, rising disposable income, and changing lifestyles contribute to developing the washing machine parts market. United States manufacturers are also concentrating on creating components that use less energy and water.
- Several factors have contributed to the significant growth of the market for portable washing machines. The major industry players have improved their products to attract more customers, leading to growth in the global market for portable washing machines. This rapid expansion is largely attributed to the aforementioned research and innovation. Additionally, Portable Washing Machines are available and convenient for customers to purchase at a variety of retail establishments

US Portable Washing Machines Market Trends

Rising Demand for Appliances in Households

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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- As the number of households continues to grow, so does the need for residential washing machines. Washing machines are one of the most common household appliances in every home.
- With more and more people returning to work after the Covid-19 pandemic, the demand for washing machines is only expected to increase in the years to come. That's why there's a growing need for small, lightweight, and space-saving washing machines that fit snugly into such living spaces.
- Moreover, with the hectic lives of working people, consumers are seeking appliances that can save time and energy. Additionally, multi-function and high-tech appliances are becoming increasingly popular, as they can serve multiple household purposes and offer great value for money.

Rising Mobile Penetration Washing Machine Online Sales are on the Rise.

- Sales, promotions, and discounts have driven the e-commerce market and enticed Buy Now, Pay Later (BNPL) options on e-commerce platforms. Suburban and remote areas that lack physical stores nearby are more likely to make online purchases through online delivery channels and platforms.
- Millennials prefer shopping online because of its convenience. They have access to hundreds of brands to choose from, can compare prices and reviews before making a purchase, and research online platforms to ensure they make a good purchase. E-commerce market penetration in the United States is rising, along with the sales volume.
- The home appliances market, especially for washing machines, is primarily driven by major online platforms like Amazon. However, benefits such as easy returns, post-sale support offered by online retailers, and free and one-day delivery features are attracting a significant number of customers.

#### US Portable Washing Machines Industry Overview

The washing machine market is highly competitive, and international players are present in the market. With the help of energy labels and energy efficiency policies, manufacturers have been able to focus on the development of energy-saving products. Portable washing machine manufacturers are concentrating on developing new products, technological advancements, and expanding their manufacturing capacities. Domestic players are concentrating on the rural areas since foreign multinationals are dominant in the urban markets. Top Players in the Washing Machine Market are Whirlpool Corporation, Samsung Electronics, General Electric, GE Appliances, and Kenmore.

Additional Benefits:

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

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