

## **White Goods Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-08-11 | 153 pages | EMR Inc.

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### **Report description:**

The white goods market attained a value of USD 763.45 Billion in 2024 . The market is expected to grow at a CAGR of 7.80% during the forecast period of 2025-2034. By 2034, the market is expected to reach USD 1617.96 Billion .

Smart technology is revolutionizing white goods with appliances that can be controlled via smartphones, voice assistants, and AI. Internet of Things (IoT) integration allows users to monitor and operate devices remotely, receive maintenance alerts, and optimize energy use. Smart refrigerators, washing machines, and ovens are increasingly equipped with sensors, Wi-Fi, and app-based controls. In July 2024, Samsung introduced AI-powered smart home appliances, offering enhanced automation, energy efficiency, and personalized user experiences for modern households.

The white goods market revenue is rising by rapid technological advancements and automation. Innovations such as AI-powered washing cycles, smart sensors, voice controls, and predictive maintenance are redefining how appliances function. Automation enables appliances to learn user habits, optimize settings, and reduce manual input, enhancing convenience and efficiency. These smart capabilities improve performance and personalize the user experience. As consumers seek futuristic and hassle-free solutions, the demand for technologically advanced white goods continues to rise, influencing design, pricing, and marketing strategies.

### **Key Trends and Recent Developments**

August 2025

Samsung unveiled premium built in kitchen appliances, including the Extractor Induction Hob with integrated hood and Flex Zone Plus, and the handle free Bespoke AI Dishwasher with Auto Open Door and AI driven cleaning. These sleek, energy efficient devices complement Europe's trend toward open, minimalist, cafe style kitchen designs.

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June 2025

Samsung launched its 2025 Bespoke AI appliances in India, centered on its AI Home interface integrated across refrigerators, air conditioners, washers, and an all in one Laundry Combo. Powered by improved Bixby, AI Vision Inside, SmartThings, and Knox security, the range delivers personalized voice control, energy savings, and seamless smart home automation.

July 2024

Unilever's Dirt Is Good and Comfort brands partnered with Samsung to revolutionize home laundry. Combining Unilever's expertise in fabric care with Samsung's cutting-edge appliance technology, the partnership aims to deliver smarter, more sustainable, and superior laundry solutions.

July 2023

Bosch introduced its new dishwasher line, featuring PowerControl spray arm technology in the 800 and Benchmark Series to deliver targeted intensive cleaning anywhere. The line also includes CrystalDry for 60 % better drying and smart Home Connect integration for app control, notifications, and detergent auto reordering.

#### Urbanization and Smaller Living Spaces

Rapid urbanization, especially in emerging economies, has led to smaller apartments and compact living spaces. As per the United Nations, 68% of the global population is projected to live in urban areas by 2050. This shift drives demand for space-saving white goods like slim washing machines, compact dishwashers, and built-in appliances. Consumers seek appliances that blend aesthetics with utility to fit into limited space without compromising functionality.

#### Energy Efficiency and Sustainability

Environmental awareness and rising energy costs are pushing consumers toward energy-efficient white goods. Governments across the world are enforcing energy standards and incentivizing the use of eco-friendly appliances. Energy labels like ENERGY STAR have become critical purchasing influencers. Consumers prefer appliances that reduce electricity and water consumption without compromising performance. Brands are adopting inverter technology, eco modes, and advanced insulation to meet these demands.

#### Rising Disposable Incomes in Emerging Markets

The rising disposable incomes in Asia-Pacific, Latin America, and parts of Africa, is driving the white goods industry value. The growing middle class in India, China, and Indonesia is investing in home appliances for convenience, hygiene, and lifestyle enhancement. As per industry reports, India will add about 75 million middle-class households by 2030. This demographic shift is prompting global brands to expand distribution networks, offer localized models, and implement competitive pricing strategies.

#### Subscription and "Appliance-as-a-Service" Models

An emerging trend is the shift from ownership to usage, with subscription-based models gaining ground. "Appliance-as-a-Service" allows consumers to access high-end appliances without large upfront costs. Brands and startups are offering washing machines, refrigerators, or dishwashers on rental or lease terms, often bundled with maintenance and upgrades. This appeals to younger, mobile consumers and urban renters. In July 2022, Electrolux launched Appliance-as-a-Service, offering rentals to extend product

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life, reduce waste, and support a sustainable circular economy model.

## Aesthetic Design and Home Integration

The white goods industry is a key component of modern interior design. Consumers are demanding appliances that blend seamlessly into kitchen and laundry aesthetics. Minimalist, built-in, and handle-less designs are trending. Matte finishes, brushed metals, and customizable panels are preferred over traditional white or chrome. The rise of open-plan living has made visual harmony between appliances and furniture a priority. Design-forward products that match cabinetry or serve as statement pieces are in demand.

## White Goods Industry Segmentation

The EMR's report titled "White Goods Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

### Market Breakup by Product

- Air Conditioner
- Refrigerator
- Washing Machine
- Dishwasher
- Microwave Oven
- Others

**Key Insight:** Air conditioners are a major growth driver, especially in tropical and subtropical regions. Rising global temperatures and increasing urbanization in India, China, and Brazil have boosted demand significantly. In February 2025, Haier launched India's first colorful Kinouchi AC range, blending innovative cooling technology with vibrant, artistic design and smart intelligence. Despite seasonal demand fluctuations, air conditioners remain a top-selling category, driven by government incentives promoting energy-saving appliances and rising consumer preference for climate control in homes and commercial spaces.

### Market Breakup by End Use

- Residential
- Commercial

**Key Insight:** The residential segment is the most dominant in the white goods market, driven by urbanization, rising disposable incomes, and changing lifestyles. Households increasingly depend on refrigerators, washing machines, and air conditioners for daily convenience. In April 2024, Samsung unveiled its new BESPOKE AI home appliance lineup, offering advanced AI features and seamless connectivity for smarter, personalized living. Residential demand is further fueled by aesthetic preferences, space-saving designs, and the desire for hygiene-focused features.

### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Speciality Store
- Retail Store
- Online

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- Others

Key Insight: Hypermarkets and supermarkets remain the most dominant distribution channels for white goods in many regions, particularly in urban and semi-urban areas. These stores offer wide product selections, in-store promotions, financing options, and immediate product availability, attracting middle-income consumers. Retail giants like Walmart, Carrefour, and Reliance Digital provide visibility for major brands and allow customers to compare multiple products firsthand. The ability to physically inspect and instantly purchase appliances remains a major advantage, especially in developing markets.

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Key Insight: Asia Pacific is the fastest-growing white goods market, driven by rapid urbanization, rising middle-class incomes, and expanding infrastructure. China leads both in production and consumption. As per China Household Electrical Appliances Association, China's washing machine industry recorded an output of 79.958 million units in 2023. India's growing urban population is fueling demand for refrigerators, washing machines, and air conditioners, especially among first-time buyers. Government programs like "Make in India" and rural electrification are accelerating market penetration.

#### White Goods Market Share

##### Refrigerators & Washing Machines to Gain Prominence

Refrigerators are the most essential household appliances globally, emerging as one of the most dominant product segments. In both developed and emerging markets, refrigerators are vital for food preservation and safety. Innovation in smart refrigerators with touchscreens, Wi-Fi connectivity, and energy-saving technologies attracts modern consumers. Compact and double-door refrigerators are popular, especially in urban areas with limited kitchen space. Their consistent year-round use makes refrigerators a core market segment.

Washing machines are indispensable for the white goods market growth, particularly with increasing female workforce participation and urban lifestyles. Front-load and top-load machines equipped with smart sensors and energy-efficient wash cycles are widely favored. In emerging economies like India and Southeast Asia, affordable semi-automatic and fully automatic models are gaining traction. In May 2025, Cellecor and Dixonn Technologies partnered to launch fully automatic washing machines, offering advanced features and expanding their consumer appliance portfolio.

##### Rising White Goods Demand in Commercial Sector

The commercial segment plays a vital role in hospitality, healthcare, laundromats, and corporate offices. Demand here focuses on durability, performance, and capacity. Commercial buyers value long product life, easy maintenance, and high efficiency. In July 2025, METHER launched advanced medical refrigerators, ensuring precise temperature stability for safe storage of vaccines, pharmaceuticals, and biological materials. Market growth is further steady, particularly in urban areas with expanding retail, foodservice, and healthcare industries.

##### Specialty Stores & Online Platforms to Boost White Goods Adoption

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Specialty stores hold a strong position in the white goods market, particularly for premium and high-involvement purchases. Samsung, LG, and Haier operate exclusive showrooms offering personalized service, live demos, and in-depth product knowledge. In July 2025, Samsung opened a new premium experience store in Mumbai, offering hands-on access to its latest smart devices and appliances. In developing markets, local retailers and multi-brand outlets also contribute significantly by catering to community-based, trust-driven sales.

Online retail is the fastest-growing segment by total volume in many regions, particularly for large white goods. Consumers increasingly prefer the convenience of browsing, comparing, and purchasing appliances from home, aided by detailed product descriptions, customer reviews, virtual demos, and flexible payment options. E-commerce platforms like Amazon, Flipkart, JD.com, and brand-owned websites offer frequent discounts, no-cost EMI, and doorstep delivery with installation services. The rise of smartphones and digital payment systems further accelerates this trend, especially among younger, tech-savvy consumers.

## White Goods Market Regional Analysis

### North America & Europe to Drive White Goods Demand

North America holds a mature and technologically advanced white goods market, with high appliance penetration and consumer expectations centered around innovation, energy efficiency, and smart connectivity. Brands like Whirlpool, GE Appliances (Haier), and Samsung are strong players. Consumers prioritize design, sustainability, and automation, driving demand for AI-enabled washers, smart refrigerators, and voice-controlled ovens. Growing interest in sustainable and energy-efficient models, alongside rising home renovation trends, continues to keep North America a high-value market.

Europe has a well-established industry, characterized by strict energy regulations, eco-conscious consumers, and strong demand for built-in and compact appliances. Germany, the United Kingdom, and France are the top markets, with brands like Bosch, Electrolux, and Siemens leading the region. While volume growth is moderate due to market maturity, innovation is driven by design, sustainability, and space efficiency, particularly in urban areas. In September 2023, Samsung disclosed that its A-40% washing machine, offering advanced energy efficiency launched in European markets in the first quarter of 2024.

### Competitive Landscape

Key players in the white goods market are employing a range of strategic approaches to stay competitive and meet evolving consumer demands. A key strategy is technological innovation, with companies integrating AI, IoT, and smart connectivity into appliances to enhance user convenience and enable remote monitoring. Sustainability is another major focus, with manufacturers designing energy-efficient, eco-friendly products and adopting circular economy practices like recyclability, modular designs, and appliance-as-a-service models.

Product diversification and customization allow brands to cater to varied consumer needs across geographies, lifestyles, and price segments. In emerging markets, companies offer affordable models with essential features, while premium segments are served with high-end, multifunctional appliances. Strong after-sales service and warranty programs are also critical, helping build brand loyalty and trust. Furthermore, brands are strengthening omnichannel presence, combining traditional retail with e-commerce platforms, virtual demos, and AR tools for a seamless customer journey.

### Alliance Laundry Systems LLC

Founded in 1998, Alliance Laundry Systems is headquartered in Ripon, the United States, Renowned for commercial laundry equipment, it owns popular brands like Speed Queen and UniMac. Alliance pioneered advanced control systems and

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energy-efficient designs, serving laundromats and institutions globally with durable, high-performance washing and drying solutions.

#### Blue Star Limited

Established in 1943, Blue Star Limited is headquartered in Mumbai, India. Known for its leadership in air conditioning and refrigeration, it has expanded into commercial refrigeration and water purifiers. Blue Star has introduced energy-efficient cooling solutions and smart ACs tailored for Indian climates, maintaining a strong domestic and international presence.

#### Electrolux AB

Electrolux AB, founded in 1919, is based in Stockholm, Sweden. A global leader in home appliances, Electrolux is recognized for sustainable innovations like energy-saving vacuum cleaners and smart ovens. Its commitment to circular design and consumer-centric technology continues to shape trends in household appliances across over 120 countries.

#### Haier Group Corporation

Founded in 1984, Haier Group is headquartered in Qingdao, China. Haier leads in connected home appliances. It pioneered smart ecosystems with its "U+ Smart Life" platform and acquired GE Appliances, enhancing its global footprint and research & development capabilities across consumer electronics and white goods.

Other players in the white goods market are LG Electronics Inc., among others.

#### Key Features of the White Goods Market Report

- In-depth quantitative analysis of market size, trends, and growth forecasts.
- Comprehensive breakdown by product, end-use, region, and distribution channel.
- Detailed competitive landscape with profiles of key players and market share analysis.
- Insights into technological advancements and innovation shaping product development.
- Evaluation of regulatory policies and their impact on global market dynamics.
- Identification of emerging opportunities and investment hotspots through data-driven insights.

#### Why Choose Expert Market Research?

- Trusted by global clients for accurate, data-backed market insights.
- Team of experienced analysts delivering industry-specific research.
- Reports updated regularly to reflect real-time market developments.
- Proven track record of supporting strategic decision-making and investments.

#### Call to Action

Unlock valuable insights with our free sample report on white goods market trends 2025 . Discover key growth drivers, competitive strategies, and emerging opportunities across global markets. Whether you're an investor, manufacturer, or retailer, this report helps you make informed decisions. Download your sample today and stay ahead in the rapidly evolving white goods industry!

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Mexico White Goods Market

Saudi Arabia White Goods Market

Bahrain White Goods Market

MENA White Goods Market

## **Table of Contents:**

- 1 Executive Summary
  - 1.1 Market Size 2024-2025
  - 1.2 Market Growth 2025(F)-2034(F)
  - 1.3 Key Demand Drivers
  - 1.4 Key Players and Competitive Structure
  - 1.5 Industry Best Practices
  - 1.6 Recent Trends and Developments
  - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
  - 2.1 Market Trends
  - 2.2 Key Verticals
  - 2.3 Key Regions
  - 2.4 Supplier Power
  - 2.5 Buyer Power
  - 2.6 Key Market Opportunities and Risks
  - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
  - 3.1 GDP Outlook
  - 3.2 GDP Per Capita Growth
  - 3.3 Inflation Trends
  - 3.4 Democracy Index
  - 3.5 Gross Public Debt Ratios
  - 3.6 Balance of Payment (BoP) Position
  - 3.7 Population Outlook
  - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
  - 4.1 Country Risk
  - 4.2 Business Climate
- 5 Global White Goods Market Analysis
  - 5.1 Key Industry Highlights
  - 5.2 Global White Goods Historical Market (2018-2024)
  - 5.3 Global White Goods Market Forecast (2025-2034)
  - 5.4 Global White Goods Market by Product
    - 5.4.1 Air Conditioner
      - 5.4.1.1 Historical Trend (2018-2024)

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- 5.4.1.2 Forecast Trend (2025-2034)
- 5.4.2 Refrigerator
  - 5.4.2.1 Historical Trend (2018-2024)
  - 5.4.2.2 Forecast Trend (2025-2034)
- 5.4.3 Washing Machine
  - 5.4.3.1 Historical Trend (2018-2024)
  - 5.4.3.2 Forecast Trend (2025-2034)
- 5.4.4 Dishwasher
  - 5.4.4.1 Historical Trend (2018-2024)
  - 5.4.4.2 Forecast Trend (2025-2034)
- 5.4.5 Microwave Oven
  - 5.4.5.1 Historical Trend (2018-2024)
  - 5.4.5.2 Forecast Trend (2025-2034)
- 5.4.6 Others
- 5.5 Global White Goods Market by End Use
  - 5.5.1 Residential
    - 5.5.1.1 Historical Trend (2018-2024)
    - 5.5.1.2 Forecast Trend (2025-2034)
  - 5.5.2 Commercial
    - 5.5.2.1 Historical Trend (2018-2024)
    - 5.5.2.2 Forecast Trend (2025-2034)
- 5.6 Global White Goods Market by Distribution Channel
  - 5.6.1 Hypermarkets and Supermarkets
    - 5.6.1.1 Historical Trend (2018-2024)
    - 5.6.1.2 Forecast Trend (2025-2034)
  - 5.6.2 Speciality Store
    - 5.6.2.1 Historical Trend (2018-2024)
    - 5.6.2.2 Forecast Trend (2025-2034)
  - 5.6.3 Retail Store
    - 5.6.3.1 Historical Trend (2018-2024)
    - 5.6.3.2 Forecast Trend (2025-2034)
  - 5.6.4 Online
    - 5.6.4.1 Historical Trend (2018-2024)
    - 5.6.4.2 Forecast Trend (2025-2034)
  - 5.6.5 Others
- 5.7 Global White Goods Market by Region
  - 5.7.1 North America
    - 5.7.1.1 Historical Trend (2018-2024)
    - 5.7.1.2 Forecast Trend (2025-2034)
  - 5.7.2 Europe
    - 5.7.2.1 Historical Trend (2018-2024)
    - 5.7.2.2 Forecast Trend (2025-2034)
  - 5.7.3 Asia Pacific
    - 5.7.3.1 Historical Trend (2018-2024)
    - 5.7.3.2 Forecast Trend (2025-2034)
  - 5.7.4 Latin America
    - 5.7.4.1 Historical Trend (2018-2024)

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- 5.7.4.2 Forecast Trend (2025-2034)
- 5.7.5 Middle East and Africa
  - 5.7.5.1 Historical Trend (2018-2024)
  - 5.7.5.2 Forecast Trend (2025-2034)
- 6 North America White Goods Market Analysis
  - 6.1 United States of America
    - 6.1.1 Historical Trend (2018-2024)
    - 6.1.2 Forecast Trend (2025-2034)
  - 6.2 Canada
    - 6.2.1 Historical Trend (2018-2024)
    - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe White Goods Market Analysis
  - 7.1 United Kingdom
    - 7.1.1 Historical Trend (2018-2024)
    - 7.1.2 Forecast Trend (2025-2034)
  - 7.2 Germany
    - 7.2.1 Historical Trend (2018-2024)
    - 7.2.2 Forecast Trend (2025-2034)
  - 7.3 France
    - 7.3.1 Historical Trend (2018-2024)
    - 7.3.2 Forecast Trend (2025-2034)
  - 7.4 Italy
    - 7.4.1 Historical Trend (2018-2024)
    - 7.4.2 Forecast Trend (2025-2034)
  - 7.5 Others
- 8 Asia Pacific White Goods Market Analysis
  - 8.1 China
    - 8.1.1 Historical Trend (2018-2024)
    - 8.1.2 Forecast Trend (2025-2034)
  - 8.2 Japan
    - 8.2.1 Historical Trend (2018-2024)
    - 8.2.2 Forecast Trend (2025-2034)
  - 8.3 India
    - 8.3.1 Historical Trend (2018-2024)
    - 8.3.2 Forecast Trend (2025-2034)
  - 8.4 ASEAN
    - 8.4.1 Historical Trend (2018-2024)
    - 8.4.2 Forecast Trend (2025-2034)
  - 8.5 Australia
    - 8.5.1 Historical Trend (2018-2024)
    - 8.5.2 Forecast Trend (2025-2034)
  - 8.6 Others
- 9 Latin America White Goods Market Analysis
  - 9.1 Brazil
    - 9.1.1 Historical Trend (2018-2024)
    - 9.1.2 Forecast Trend (2025-2034)
  - 9.2 Argentina

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- 9.2.1 Historical Trend (2018-2024)
- 9.2.2 Forecast Trend (2025-2034)
- 9.3 Mexico
  - 9.3.1 Historical Trend (2018-2024)
  - 9.3.2 Forecast Trend (2025-2034)
- 9.4 Others
- 10 Middle East and Africa White Goods Market Analysis
  - 10.1 Saudi Arabia
    - 10.1.1 Historical Trend (2018-2024)
    - 10.1.2 Forecast Trend (2025-2034)
  - 10.2 United Arab Emirates
    - 10.2.1 Historical Trend (2018-2024)
    - 10.2.2 Forecast Trend (2025-2034)
  - 10.3 Nigeria
    - 10.3.1 Historical Trend (2018-2024)
    - 10.3.2 Forecast Trend (2025-2034)
  - 10.4 South Africa
    - 10.4.1 Historical Trend (2018-2024)
    - 10.4.2 Forecast Trend (2025-2034)
  - 10.5 Others
- 11 Market Dynamics
  - 11.1 SWOT Analysis
    - 11.1.1 Strengths
    - 11.1.2 Weaknesses
    - 11.1.3 Opportunities
    - 11.1.4 Threats
  - 11.2 Porter's Five Forces Analysis
    - 11.2.1 Supplier's Power
    - 11.2.2 Buyer's Power
    - 11.2.3 Threat of New Entrants
    - 11.2.4 Degree of Rivalry
    - 11.2.5 Threat of Substitutes
  - 11.3 Key Indicators for Demand
  - 11.4 Key Indicators for Price
- 12 Value Chain Analysis
- 13 Trade Data Analysis
  - 13.1 Major Importing Countries
    - 13.1.1 By Volume
    - 13.1.2 By Value
  - 13.2 Major Exporting Countries
    - 13.2.1 By Volume
    - 13.2.2 By Value
- 14 Competitive Landscape
  - 14.1 Supplier Selection
  - 14.2 Key Global Players
  - 14.3 Key Regional Players
  - 14.4 Key Player Strategies

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- 14.5 Company Profiles
  - 14.5.1 Alliance Laundry Systems LLC
    - 14.5.1.1 Company Overview
    - 14.5.1.2 Product Portfolio
    - 14.5.1.3 Demographic Reach and Achievements
    - 14.5.1.4 Certifications
  - 14.5.2 Blue Star Limited
    - 14.5.2.1 Company Overview
    - 14.5.2.2 Product Portfolio
    - 14.5.2.3 Demographic Reach and Achievements
    - 14.5.2.4 Certifications
  - 14.5.3 Electrolux AB
    - 14.5.3.1 Company Overview
    - 14.5.3.2 Product Portfolio
    - 14.5.3.3 Demographic Reach and Achievements
    - 14.5.3.4 Certifications
  - 14.5.4 Haier Group Corporation
    - 14.5.4.1 Company Overview
    - 14.5.4.2 Product Portfolio
    - 14.5.4.3 Demographic Reach and Achievements
    - 14.5.4.4 Certifications
  - 14.5.5 LG Electronics Inc.
    - 14.5.5.1 Company Overview
    - 14.5.5.2 Product Portfolio
    - 14.5.5.3 Demographic Reach and Achievements
    - 14.5.5.4 Certifications
  - 14.5.6 Others

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