



Home Laundry Appliances in the US

November 2023

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Home Laundry Appliances in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home laundry appliances continues to suffer as economic uncertainty sets in
Weak housing market and decline in home renovation have a negative impact
Despite lower volume sales, e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

Consumer education around smart features will define the future of smart laundry appliances
Sustainability and new energy efficiency standards likely to affect both manufacturers and consumers
Laundry cycles customised to consumers' needs, and premium products set to drive growth

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