

Home Laundry Appliances in Chile

December 2023

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Home Laundry Appliances in Chile - Category analysis

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2023 DEVELOPMENTS

Tentative return to growth following 2022's drastic declines

Most dynamic performance by automatic washer dryers driven by single-person households

Top-loading format continues to drive sales of automatic washing machines

PROSPECTS AND OPPORTUNITIES

Full recovery in volumes but value growth will be subdued by more affordable brands entering the category

Brand rankings unlikely to change at the top due to consumer trust and loyalty

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