

Home Laundry Appliances in India

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Home Laundry Appliances in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Growth of home laundry appliances continues on positive trajectory
- Sale of premium models supports value growth in 2023
- Rising number of brands manufacturing locally under the "Make in India" initiative

PROSPECTS AND OPPORTUNITIES

- Stronger growth expected over the forecast period, driven by rising penetration rates
- Growing integration of IoT and AI in home laundry appliances
- Automatic and front-loading models to gain further popularity over forecast period

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