

# Home Laundry Appliances in the US

November 2023

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### 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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