

Home Laundry Appliances in the Netherlands

December 2023

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Home Laundry Appliances in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home laundry is challenged by discount prices and low retail volume sales
Energy efficiency and comfort are increasingly important for home laundry appliances
Electrolux Home loses retail volume share to BSH Huishoudapparaten

PROSPECTS AND OPPORTUNITIES

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