

Home Laundry Appliances in Greece

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth in refrigeration negatively impacts the performance of home laundry
Larger washing machines and energy-efficient models gain share
Suburban households drive growth in dryers, while rural sales remain low

PROSPECTS AND OPPORTUNITIES

Smart features gain popularity as manufacturers launch affordable options
Housing trends determine performance, limiting growth for built-in goods
Replacement cycles are decreasing in all areas of home laundry

CATEGORY DATA

- Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023
- Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023
- Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023
- Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023
- Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023
- Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023
- Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023
- Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023
- Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023
- Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023
- Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023
- Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
- Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028
- Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028
- Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Greece - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023
- Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023
Table 28 - Sales of Small Appliances by Category: Value 2018-2023
Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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