

# Home Laundry Appliances in Italy

December 2023

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## Home Laundry Appliances in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressures limit demand for home laundry appliances but tourist accommodation provides some sales opportunities

Larger and more energy efficient units finding the favour of consumers

Production levels drop while Chinese brands continue to make inroads with strong value proposition

#### PROSPECTS AND OPPORTUNITIES

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