

Home Laundry Appliances in Romania

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Home Laundry Appliances in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales in a slump as consumers postpone big-ticket purchases

Arctic uses corporate responsibility activities to highlight its appliances' functions

Players launch constant product upgrades to meet energy-saving and cleaning-quality demands

PROSPECTS AND OPPORTUNITIES

Premiumisation trends expected to become stronger as spending power improves

Smart home laundry appliances to gain more attention

Automatic dryers set to see stronger growth than automatic washing machines due to lower level of category maturity

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