

# Home Laundry Appliances in Denmark

December 2023

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## Home Laundry Appliances in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining sales trend persists as demand weakens  
Retail price inflation is slowing  
Smart home developments focus on efficiency and convenience

#### PROSPECTS AND OPPORTUNITIES

Uncertain economic outlook and high interest rates limit demand  
Innovation will shape growth in upcoming period  
Sustainability puts stronger emphasis on maintaining the quality of clothing

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