

# Home Laundry Appliances in the Czech Republic

December 2023

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### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales decline following an uplift in growth during home seclusion periods New energy labels motivate consumers to buy more sophisticated models Electrolux retains its lead, offering innovations on the landscape

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Modest growth in retail volume as economic challenges dampen sales Low penetration of tumble dryers offers strong opportunities for growth Players to focus on marketing smart laundry appliances and connectivity

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