

Dishwashers in Hungary

December 2023

Table of Contents

Dishwashers in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in dishwashers lead sales, aligning with rising design trends

Affordability leads freestanding dishwashers to return to positive volume growth

Small-size and compact dishwashers benefit from space-saving qualities

PROSPECTS AND OPPORTUNITIES

Household penetration of dishwashers rises as consumers appreciate convenience Innovative features drive growth on the landscape in both built-in and freestanding Sustainability awareness drives growth of dishwashers over the forecast period

CATEGORY DATA

- Table 1 Sales of Dishwashers by Category: Volume 2018-2023
- Table 2 Sales of Dishwashers by Category: Value 2018-2023
- Table 3 Sales of Dishwashers by Category: % Volume Growth 2018-2023
- Table 4 Sales of Dishwashers by Category: % Value Growth 2018-2023
- Table 5 Sales of Dishwashers by Format: % Volume 2018-2023
- Table 6 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
- Table 7 NBO Company Shares of Dishwashers: % Volume 2019-2023
- Table 8 LBN Brand Shares of Dishwashers: % Volume 2020-2023
- Table 9 Distribution of Dishwashers by Format: % Volume 2018-2023
- Table 10 Production of Dishwashers: Total Volume 2018-2023
- Table 11 Forecast Sales of Dishwashers by Category: Volume 2023-2028
- Table 12 Forecast Sales of Dishwashers by Category: Value 2023-2028
- Table 13 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
- Table 14 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

Consumer Appliances in Hungary - 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 15 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 16 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 17 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 18 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 20 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 25 Sales of Small Appliances by Category: Volume 2018-2023
- Table 26 Sales of Small Appliances by Category: Value 2018-2023

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

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SOURCES

Summary 1 - Research Sources

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