

Home Laundry Appliances in India

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Home Laundry Appliances in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth of home laundry appliances continues on positive trajectory

Sale of premium models supports value growth in 2023

Rising number of brands manufacturing locally under the "Make in India" initiative

PROSPECTS AND OPPORTUNITIES

Stronger growth expected over the forecast period, driven by rising penetration rates

Growing integration of IoT and AI in home laundry appliances

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