Euromonitor International

Home Laundry Appliances in France

February 2026

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Private label growth reinforces price pressure
Automatic washing machines remain essential and dominant
Efficiency and sustainability become stronger purchase filters

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Automatic washing machines remain the category anchor
Efficiency, repairability and sustainability shape long-term value

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Leading manufacturers defend share as private label ranges expand
Limited structural change keeps competition focused on portfolios and channels

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Specialists lead, while omnichannel purchasing becomes the norm
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Large cooking appliances retain leading position
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