



Dishwashers in France

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Private label ranges and premium features drive category shifts

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Hisense drives premiumisation with advanced features

Built-in dishwashers maintain dominance through innovation

Premiumisation and private label ranges reshape the landscape

Chart 3 - Private Label Ranges Thrive During Sluggish Economic Conditions

Chart 4 - Beko Innovates for Energy-Efficient Dishwashers

Chart 5 - Convenience and Added Features for Dishwashers from Hisense

WHAT'S NEXT?

Recovery driven by housing market and premiumisation

Built-in dishwashers to maintain market dominance

Premiumisation and sustainability to shape future

COMPETITIVE LANDSCAPE

Beko and BSH maintain lead as market concentration shifts

No significant mergers or new entrants in 2025

CHANNELS

Appliance specialists and online retailers drive sales

Retail e-commerce gains traction with competitive pricing

Trends shaping the retail environment

PRODUCTS

Beko drives innovation with energy-efficient dishwashers

Premiumisation and private label ranges shape industry landscape

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in France - Industry Overview

EXECUTIVE SUMMARY

Small appliances drive resilience amid weak housing activity

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

WHAT'S NEXT?

Rising incomes and urbanisation drive consumer appliances growth

Large cooking appliances maintain dominance through built-in trends

Sustainability and multifunctionality drive future growth and innovation

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Seb and BSH dominate market with diverse product portfolios

SharkNinja's innovation strategy strengthens its position in small appliances

Chart 9 - Kärcher Launches a 3-in-1 Vacuum Cleaner

CHANNELS

Appliance specialists and online retailers drive sales growth

Retail e-commerce gains traction through competitive pricing

No new retail concepts or collaborations expected in 2026

PRODUCTS

Private label ranges and premiumisation drive product innovation

Emerging brands accelerate adoption of multifunctional solutions

Innovation supports growth despite economic pressures

Chart 10 - Private Label Brands Thrive During Sluggish Economic Conditions

Chart 11 - Innovation in Beauty Appliances

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in France 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in France 2025

Chart 15 - Consumer Landscape in France 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashers-in-france/report.