

Global Laundry Appliances Market Size Study & Forecast, by Type (Free Standing, built in) by Product (Washing Machine, Dryers, Electric Smoothing Irons, Others), by Technology (Automatic, Semi-Automatic/Manual, and Others), by Distribution Channel (Multi-brand Stores, Exclusive Stores, Online, and Other Distribution Channels) and Regional Analysis, 2023-2030

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Abstracts

Global Laundry Appliances Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Laundry appliances refer to household machines and equipment designed specifically for washing, drying, and maintaining clean clothing and other textiles. These appliances include washing machines, dryers, and combination washer-dryer units that automate the process of cleaning and caring for clothes, linens, and other fabric-based items. The expansion of the laundry appliances market is driven by factors such as the growing middle-class population's purchasing capacity of washing machines and dryers. The increasing number of women in the workforce also contributes to the demand for appliances such as washing machines, which assist with household chores.

The market for laundry appliances is driven by the increasing adoption of smart homes. The integration of smart technologies in households is fueling the demand for advanced and connected laundry appliances that offer convenience, efficiency, and remote-control capabilities. As per Alarms.org's data in 2022, the adoption of smart products in households is experiencing significant growth. According to Statista, in 2021, there were

approximately 262.57 million users of smart homes were recorded around the world. Also, the figure is constantly rising and is projected to reach 672.57 million users by 2027. Moreover, current trends in the laundry appliances market involve a focus on innovation to enhance efficiency, energy efficiency, and water consumption in line with environmental regulations set by various governments. Additionally, the growing levels of disposable income of the population are driving the demand for laundry appliances. However, high initial costs associated with purchasing advanced and energy-efficient appliances, and the need for proper maintenance and repair services stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Laundry Appliances Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the market in 2022. The widespread adoption of automatic washing processes as a fundamental aspect of daily household chores among Europeans has generated promising growth opportunities in the region. In addition, rapid urbanization and changing lifestyles, advancements in laundry appliance technologies, and growing awareness of environmental issues and energy conservation are the further attributing to the regional market growth. North America is expected as the fastest growing during the forecast period, the growing preference for smart devices and smart homes among Americans is driving the sales of smart washing machines, as connected devices gain increasing prominence.

Major market players included in this report are:

Whirlpool

Alliance Laundry Systems LLC

Videocon Industries Limited

Robert Bosch GmbH

Toshiba Corporation

Candy Hoover Group S.p.A.

Sharp Corporation

Electrolux AB

GD Midea Holding Co. Ltd.

Samsung Electronics Co., Ltd.

Recent Developments in the Market:

In August 2020, Samsung launched an AI-powered laundry lineup that includes washing machines with top-tier energy efficiency. These innovative machines utilize artificial intelligence (AI) capabilities to customize the laundry process, achieving a powerful wash while saving time, energy, and effort. The lineup also features Samsung's EcoBubble and QuickDrive technology.

In January 2021, LG Electronics unveiled the LG ThinQ front-load washing machine, which incorporates an Artificial Intelligent Direct Drive (AI DD) motor. This advanced motor not only detects the weight of the load but also senses the fabric's softness, enabling it to automatically select the optimal motions for different types of fabric. The LG ThinQ washing machine is conveniently controlled using the Smart ThinQ Wi-Fi, allowing users to operate the machine remotely from any location, creating a seamless and integrated experience.

Global Laundry Appliances Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Product, Technology, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's

working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Freestanding

Built in

By Product:

Washing Machine

Dryers

Electric Smoothing Irons

Others

By Technology:

Automatic

Semi-Automatic/ Manual

Others

By Distribution Channel:

Multi-brand Stores

Exclusive Stores

Online

Other Distribution Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Laundry Appliances Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Laundry Appliances Market, by Type, 2020-2030 (USD Billion)
 - 1.2.3. Laundry Appliances Market, by Product, 2020-2030 (USD Billion)
 - 1.2.4. Laundry Appliances Market, by Technology, 2020-2030 (USD Billion)
 - 1.2.5. Laundry Appliances Market, by Distribution Channel, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL LAUNDRY APPLIANCES MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL LAUNDRY APPLIANCES MARKET DYNAMICS

- 3.1. Laundry Appliances Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing number of women in the workforce
 - 3.1.1.2. Growing middle-class population
 - 3.1.2. Market Challenges
 - 3.1.2.1. Need for timely maintenance and repair services
 - 3.1.2.2. High initial costs associated with purchasing energy-efficient appliances
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Technological Advancements in laundry appliances
 - 3.1.3.2. Growing levels of disposable income

CHAPTER 4. GLOBAL LAUNDRY APPLIANCES MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL LAUNDRY APPLIANCES MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Laundry Appliances Market by Type, Performance - Potential Analysis
- 5.3. Global Laundry Appliances Market Estimates & Forecasts by Type 2020-2030 (USD Billion)
- 5.4. Laundry Appliances Market, Sub Segment Analysis
 - 5.4.1. Freestanding
 - 5.4.2. Built in

CHAPTER 6. GLOBAL LAUNDRY APPLIANCES MARKET, BY PRODUCT

- 6.1. Market Snapshot
- 6.2. Global Laundry Appliances Market by Product, Performance - Potential Analysis
- 6.3. Global Laundry Appliances Market Estimates & Forecasts by Product 2020-2030 (USD Billion)
- 6.4. Laundry Appliances Market, Sub Segment Analysis

- 6.4.1. Washing Machine
- 6.4.2. Dryers
- 6.4.3. Electric Smoothing Irons
- 6.4.4. Others

CHAPTER 7. GLOBAL LAUNDRY APPLIANCES MARKET, BY TECHNOLOGY

- 7.1. Market Snapshot
- 7.2. Global Laundry Appliances Market by Technology, Performance - Potential Analysis
- 7.3. Global Laundry Appliances Market Estimates & Forecasts by Technology 2020-2030 (USD Billion)
- 7.4. Laundry Appliances Market, Sub Segment Analysis
 - 7.4.1. Automatic
 - 7.4.2. Semi-Automatic/ Manual
 - 7.4.3. Others

CHAPTER 8. GLOBAL LAUNDRY APPLIANCES MARKET, BY DISTRIBUTION CHANNEL

- 8.1. Market Snapshot
- 8.2. Global Laundry Appliances Market by Distribution Channel, Performance - Potential Analysis
- 8.3. Global Laundry Appliances Market Estimates & Forecasts by Distribution Channel 2020-2030 (USD Billion)
- 8.4. Laundry Appliances Market, Sub Segment Analysis
 - 8.4.1. Multi-brand Stores
 - 8.4.2. Exclusive Stores
 - 8.4.3. Online
 - 8.4.4. Other Distribution Channels

CHAPTER 9. GLOBAL LAUNDRY APPLIANCES MARKET, REGIONAL ANALYSIS

- 9.1. Top Leading Countries
- 9.2. Top Emerging Countries
- 9.3. Laundry Appliances Market, Regional Market Snapshot
- 9.4. North America Laundry Appliances Market
 - 9.4.1. U.S. Laundry Appliances Market
 - 9.4.1.1. Type breakdown estimates & forecasts, 2020-2030

- 9.4.1.2. Product breakdown estimates & forecasts, 2020-2030
- 9.4.1.3. Technology breakdown estimates & forecasts, 2020-2030
- 9.4.1.4. Distribution Channel breakdown estimates & forecasts, 2020-2030
- 9.4.2. Canada Laundry Appliances Market
- 9.5. Europe Laundry Appliances Market Snapshot
 - 9.5.1. U.K. Laundry Appliances Market
 - 9.5.2. Germany Laundry Appliances Market
 - 9.5.3. France Laundry Appliances Market
 - 9.5.4. Spain Laundry Appliances Market
 - 9.5.5. Italy Laundry Appliances Market
 - 9.5.6. Rest of Europe Laundry Appliances Market
- 9.6. Asia-Pacific Laundry Appliances Market Snapshot
 - 9.6.1. China Laundry Appliances Market
 - 9.6.2. India Laundry Appliances Market
 - 9.6.3. Japan Laundry Appliances Market
 - 9.6.4. Australia Laundry Appliances Market
 - 9.6.5. South Korea Laundry Appliances Market
 - 9.6.6. Rest of Asia Pacific Laundry Appliances Market
- 9.7. Latin America Laundry Appliances Market Snapshot
 - 9.7.1. Brazil Laundry Appliances Market
 - 9.7.2. Mexico Laundry Appliances Market
- 9.8. Middle East & Africa Laundry Appliances Market
 - 9.8.1. Saudi Arabia Laundry Appliances Market
 - 9.8.2. South Africa Laundry Appliances Market
 - 9.8.3. Rest of Middle East & Africa Laundry Appliances Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Company
 - 10.1.2. Company
 - 10.1.3. Company
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Whirlpool
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary

- 10.3.1.5. Recent Developments
- 10.3.2. Alliance Laundry Systems LLC
- 10.3.3. Videocon Industries Limited
- 10.3.4. Robert Bosch GmbH
- 10.3.5. Toshiba Corporation
- 10.3.6. Candy Hoover Group S.p.A.
- 10.3.7. Sharp Corporation
- 10.3.8. Electrolux AB
- 10.3.9. GD Midea Holding Co. Ltd.
- 10.3.10. Samsung

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Laundry Appliances Market, report scope

TABLE 2. Global Laundry Appliances Market estimates & forecasts by Region
2020-2030 (USD Billion)

TABLE 3. Global Laundry Appliances Market estimates & forecasts by Type 2020-2030
(USD Billion)

TABLE 4. Global Laundry Appliances Market estimates & forecasts by Product
2020-2030 (USD Billion)

TABLE 5. Global Laundry Appliances Market estimates & forecasts by Technology
2020-2030 (USD Billion)

TABLE 6. Global Laundry Appliances Market estimates & forecasts by Distribution
Channel 2020-2030 (USD Billion)

TABLE 7. Global Laundry Appliances Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 8. Global Laundry Appliances Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 9. Global Laundry Appliances Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 10. Global Laundry Appliances Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 11. Global Laundry Appliances Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 12. Global Laundry Appliances Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 13. Global Laundry Appliances Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 14. Global Laundry Appliances Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 15. Global Laundry Appliances Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 16. Global Laundry Appliances Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 17. U.S. Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 18. U.S. Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 19. U.S. Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 20. Canada Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 21. Canada Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 22. Canada Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 23. UK Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 24. UK Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 25. UK Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 26. Germany Laundry Appliances Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 27. Germany Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 28. Germany Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 29. France Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 30. France Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 31. France Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 32. Italy Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 33. Italy Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 34. Italy Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 35. Spain Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 36. Spain Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 37. Spain Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 38. RoE Laundry Appliances Market estimates & forecasts, 2020-2030 (USD

Billion)

TABLE 39. RoE Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 40. RoE Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 41. China Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 42. China Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 43. China Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 44. India Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 45. India Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 46. India Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 47. Japan Laundry Appliances Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 48. Japan Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 49. Japan Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 50. South Korea Laundry Appliances Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 51. South Korea Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 52. South Korea Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 53. Australia Laundry Appliances Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 54. Australia Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 55. Australia Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 56. RoAPAC Laundry Appliances Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 57. RoAPAC Laundry Appliances Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 58. RoAPAC Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Laundry Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 60. Brazil Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Brazil Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Laundry Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 63. Mexico Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64. Mexico Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Laundry Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 66. RoLA Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67. RoLA Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68. Saudi Arabia Laundry Appliances Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 69. South Africa Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70. RoMEA Laundry Appliances Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 71. List of secondary sources, used in the study of global Laundry Appliances Market

TABLE 72. List of primary sources, used in the study of global Laundry Appliances Market

TABLE 73. Years considered for the study

TABLE 74. Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Laundry Appliances Market, research methodology
 - FIG 2. Global Laundry Appliances Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Laundry Appliances Market, key trends 2022
 - FIG 5. Global Laundry Appliances Market, growth prospects 2023-2030
 - FIG 6. Global Laundry Appliances Market, porters 5 force model
 - FIG 7. Global Laundry Appliances Market, pest analysis
 - FIG 8. Global Laundry Appliances Market, value chain analysis
 - FIG 9. Global Laundry Appliances Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10. Global Laundry Appliances Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11. Global Laundry Appliances Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12. Global Laundry Appliances Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13. Global Laundry Appliances Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14. Global Laundry Appliances Market, regional snapshot 2020 & 2030
 - FIG 15. North America Laundry Appliances Market 2020 & 2030 (USD Billion)
 - FIG 16. Europe Laundry Appliances Market 2020 & 2030 (USD Billion)
 - FIG 17. Asia pacific Laundry Appliances Market 2020 & 2030 (USD Billion)
 - FIG 18. Latin America Laundry Appliances Market 2020 & 2030 (USD Billion)
 - FIG 19. Middle East & Africa Laundry Appliances Market 2020 & 2030 (USD Billion)
- List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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