

# The World Market for Household or Laundry Washing and Wash-and-Dry Machines with a Dry Linen Capacity of up to 10 kg: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for household or laundry-type washing machines, including machines which both wash and dry, with a dry linen capacity of up to 10 kg. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for household or laundry-type washing machines, including machines which both wash and dry, with a dry linen capacity of up to 10 kg for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Household or laundry-type washing machines, including machines which both wash and dry, with a dry linen capacity of up to 10 kg' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'household or laundry-type washing machines, including machines which both wash and dry, with a dry linen capacity of up to 10 kg' is 77511.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

#### 3.1.1 EXECUTIVE SUMMARY

#### 3.1.2 EGYPT

#### 3.1.3 KENYA

#### 3.1.4 SIERRA LEONE

#### 3.1.5 SOUTH AFRICA

3.2 ASIA: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

#### 3.2.1 EXECUTIVE SUMMARY

#### 3.2.2 CHINA

#### 3.2.3 HONG KONG

#### 3.2.4 INDIA

#### 3.2.5 INDONESIA

#### 3.2.6 JAPAN

#### 3.2.7 MACAU

#### 3.2.8 MALAYSIA

#### 3.2.9 NORTH KOREA

3.2.10 SINGAPORE

3.2.11 SOUTH KOREA

3.2.12 SRI LANKA

3.2.13 TAIWAN

3.2.14 THAILAND

3.2.15 THE PHILIPPINES

3.2.16 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELARUS

3.3.4 BELGIUM

3.3.5 BULGARIA

3.3.6 CROATIA

3.3.7 DENMARK

3.3.8 ESTONIA

3.3.9 FINLAND

3.3.10 FRANCE

3.3.11 GEORGIA

3.3.12 GERMANY

3.3.13 GREECE

3.3.14 HUNGARY

3.3.15 IRELAND

3.3.16 ITALY

3.3.17 LATVIA

3.3.18 LITHUANIA

3.3.19 LUXEMBOURG

3.3.20 NORWAY

3.3.21 POLAND

3.3.22 PORTUGAL

3.3.23 ROMANIA

3.3.24 RUSSIA

3.3.25 SLOVAKIA

3.3.26 SLOVENIA

3.3.27 SPAIN

3.3.28 SWEDEN

3.3.29 SWITZERLAND

3.3.30 THE CZECH REPUBLIC

3.3.31 THE NETHERLANDS

3.3.32 THE UNITED KINGDOM

3.3.33 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BRAZIL

3.4.4 CHILE

3.4.5 EL SALVADOR

3.4.6 GUATEMALA

3.4.7 MEXICO

3.4.8 PANAMA

3.4.9 SURINAME

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ARMENIA

3.7.3 IRAN

3.7.4 JORDAN

3.7.5 SAUDI ARABIA

3.7.6 TAJIKISTAN

3.7.7 THE UNITED ARAB EMIRATES

3.7.8 TURKEY

### 3.7.9 UZBEKISTAN

## 4 IMPORTS

### 4.1 AFRICA: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

#### 4.1.1 EXECUTIVE SUMMARY

#### 4.1.2 ALGERIA

#### 4.1.3 BOTSWANA

#### 4.1.4 BURUNDI

#### 4.1.5 CAMEROON

#### 4.1.6 CAPE VERDE

#### 4.1.7 COTE D'IVOIRE

#### 4.1.8 EGYPT

#### 4.1.9 ETHIOPIA

#### 4.1.10 GUINEA

#### 4.1.11 MADAGASCAR

#### 4.1.12 MALAWI

#### 4.1.13 MAURITANIA

#### 4.1.14 MAURITIUS

#### 4.1.15 MOROCCO

#### 4.1.16 MOZAMBIQUE

#### 4.1.17 NAMIBIA

#### 4.1.18 NIGER

#### 4.1.19 NIGERIA

#### 4.1.20 RWANDA

#### 4.1.21 SAO TOME E PRINCIPE

#### 4.1.22 SENEGAL

#### 4.1.23 SIERRA LEONE

#### 4.1.24 SOUTH AFRICA

#### 4.1.25 TANZANIA

#### 4.1.26 THE DEMOCRATIC REPUBLIC OF THE CONGO

#### 4.1.27 UGANDA

#### 4.1.28 ZAMBIA

#### 4.1.29 ZIMBABWE

### 4.2 ASIA: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

#### 4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDIA

4.2.6 INDONESIA

4.2.7 JAPAN

4.2.8 MACAU

4.2.9 MALAYSIA

4.2.10 MONGOLIA

4.2.11 NEPAL

4.2.12 SINGAPORE

4.2.13 SOUTH KOREA

4.2.14 SRI LANKA

4.2.15 TAIWAN

4.2.16 THAILAND

4.2.17 THE MALDIVES

4.2.18 THE PHILIPPINES

4.2.19 VIETNAM

### 4.3 EUROPE: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

#### 4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

4.3.17 GREECE

- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

#### 4.4 LATIN AMERICA: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA

4.4.12 HONDURAS

4.4.13 MEXICO

4.4.14 NICARAGUA

4.4.15 PANAMA

4.4.16 PARAGUAY

4.4.17 PERU

4.4.18 SURINAME

4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 MONTSERRAT

4.5.10 ST. LUCIA

4.5.11 THE BAHAMAS

4.5.12 THE DOMINICAN REPUBLIC

4.5.13 THE UNITED STATES

4.6 OCEANIA: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 TONGA

4.7 THE MIDDLE EAST: HOUSEHOLD OR LAUNDRY-TYPE WASHING MACHINES, INCLUDING MACHINES WHICH BOTH WASH AND DRY, WITH A DRY LINEN CAPACITY OF UP TO 10 KG IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY



- 4.7.2 ARMENIA
- 4.7.3 AZERBAIJAN
- 4.7.4 BAHRAIN
- 4.7.5 ISRAEL
- 4.7.6 JORDAN
- 4.7.7 KUWAIT
- 4.7.8 LEBANON
- 4.7.9 OMAN
- 4.7.10 PAKISTAN
- 4.7.11 QATAR
- 4.7.12 TURKEY
- 4.7.13 YEMEN

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