

# Smart Connected Washing Machine Market Report by Product (Top Load, Front Load), End User (Commercial, Residential), and Region 2024-2032

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## Abstracts

The global smart connected washing machine market size reached US\$ 8.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 31.2 Billion by 2032, exhibiting a growth rate (CAGR) of 15.02% during 2024-2032. The rising adoption of smart homes, the emergence of advanced technologies, and the growing preference for energy-efficient appliances are some of the key factors driving the market.

Smart connected washing machines are household appliances that can be connected to the internet and controlled remotely using a smartphone app or a smart home assistant like Alexa or Google Home. These machines are designed to offer greater convenience, efficiency, and control to users by enabling them to start or stop the washing machine, change settings, and receive notifications on their mobile devices. They are also equipped with sensors that can detect load size, fabric type, and water hardness, among other things. In addition, they can automatically adjust the washing cycle to optimize performance, reduce water and energy consumption, and minimize wear and tear on the clothes. Besides this, they also come with a range of advanced options such as steam cleaning, sanitizing cycles, and voice control and are equipped with improved noise-reduction technology, making them quieter than traditional washing machines. Owing to these properties, smart connected washing machines are gaining traction among individuals across the globe.

### Smart Connected Washing Machine Market Trends:

The market is primarily driven by the rising adoption of smart homes and the escalating demand for appliances that can be controlled remotely. In addition, due to various technological advancements, such as the Internet of Things (IoT) and the availability of high-speed internet, smart connected washing machines are easily connected to other

devices, enabling seamless integration with other smart home systems, which is contributing to the market growth. Besides this, with the rising environmental consciousness, consumers are widely adopting smart connected washing machines to minimize water and energy consumption. This, coupled with the increasing awareness about hygiene among the masses due to the onset of the coronavirus disease (COVID-19) pandemic, is positively influencing the market growth. Smart washing machines with features, such as steam cleaning and sanitizing cycles, are becoming more popular among consumers. Moreover, the growing adoption of these machines by working individuals is also contributing to market growth. Furthermore, smart connected washing machines offer a range of features that make them convenient for users, such as the ability to start or stop the machine remotely, receive alerts when the laundry is done, and monitor the washing cycle. On account of these factors, the market is expected to witness positive growth in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global smart connected washing machine market report, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on product and end user.

#### Product Insights:

Top Load  
Front Load

The report has provided a detailed breakup and analysis of the smart connected washing machine market based on the product. This includes top load and front load. According to the report, front load represented the largest segment.

#### End User Insights:

Commercial  
Residential

A detailed breakup and analysis of the smart connected washing machine market based on the end user has also been provided in the report. This includes commercial and residential. According to the report, residential accounted for the largest market share.

#### Regional Insights:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for smart connected washing machine. Some of the factors driving the North America smart connected washing machine market included the increasing adoption of smart homes, the rising disposable incomes, and the growing preference for energy-efficient appliances.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global smart connected washing machine market. Detailed profiles of all major

companies have also been provided. Some of the companies covered include BSH Home Appliances Group (BSH Hausger?te GmbH), Haier Group Corporation, LG Electronics Inc., Panasonic Holdings Corporation, Samsung Electronics Co. Ltd., and Whirlpool Corporation. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

### Key Questions Answered in This Report

1. How big is the global smart connected washing machine market?
2. What is the expected growth rate of the global smart connected washing machine market during 2024-2032?
3. What are the key factors driving the global smart connected washing machine market?
4. What has been the impact of COVID-19 on the global smart connected washing machine market?
5. What is the breakup of the global smart connected washing machine market based on the product?
6. What is the breakup of the global smart connected washing machine market based on the end user?
7. What are the key regions in the global smart connected washing machine market?
8. Who are the key players/companies in the global smart connected washing machine market?

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