

Washing Machine Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global washing machine market size reached US\$ 51.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 68.3 Billion by 2028, exhibiting a growth rate (CAGR) of 4.5% during 2023-2028.

A washing machine is an electronic appliance used for laundry of clothes and fabrics. It operates by spinning the fabrics at high speed and generating centrifugal force to remove dirt with water from the fibers. It is commonly available in fully automatic, semi-automatic and top- and front-load variants. The fully automatic machines have pre-programmed functions and can wash, dry and rinse the clothes automatically. The semi-automatic variants usually have a twin-tub system for washing and drying the fabrics separately. The components of the washing machine, such as tub, tub guards, balance rings and pumps, are manufactured using sheet steel and plastic with zinc or porcelain coatings for corrosion resistance and longer operational life.

Washing Machine Market Trends:

The global washing machine market is primarily being driven by the widespread adoption of online laundry services among the masses. With the changing lifestyle patterns and increasingly hectic schedules of the working population, there is a shifting consumer preference towards on-demand laundry and dry-cleaning services that offer doorstep pick-up and delivery facilities for enhanced convenience for the consumer. Moreover, the widespread adoption of fully automatic washing machines across both residential and commercial sectors is providing a thrust to the market growth. These machines aid in reducing the manual labor and are highly convenient to use and space-saving. Additionally, various technological advancements, such as the integration of smartphone applications with the Internet of Things (IoT) and artificial intelligence (AI)

solutions for real-time alerts and remote access of the machine, are acting as other growth-inducing factors. Product manufacturers are also developing energy-efficient variants with minimal carbon footprint and maintenance requirements. Other factors, including significant growth in the fashion and apparel industries, especially in the developing economies, along with the increasing expenditure capacities of the consumers, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global washing machine market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, technology, capacity, application and end use.

Breakup by Product:

- Fully Automatic
- Front Load
- Top Load
- Semi-Automatic
- Dryers

Breakup by Technology:

- Smart Connected
- Conventional

Breakup by Capacity:

- Below 6 kg
- 6.1 to 8 kg
- Above 8 kg

Breakup by Application:

- Healthcare
- Hospitality
- Others

Breakup by End Use:

Commercial
Residential

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AB Electrolux, Alliance Laundry Systems LLC, Godrej Group, Haier Group Corporation, IFB Industries Limited, LG Electronics Inc., MIRC Electronics Limited, Panasonic Corporation, Robert Bosch GmbH, Samsung Electronics Co. Ltd., Toshiba Corporation and Whirlpool Corporation.

Key Questions Answered in This Report:

How has the global washing machine market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global washing machine market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the capacity?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end use?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global washing machine market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL WASHING MACHINE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Fully Automatic
 - 6.1.1 Market Trends
 - 6.1.2 Key Segments
 - 6.1.2.1 Front Load
 - 6.1.2.2 Top Load
 - 6.1.3 Market Forecast
- 6.2 Semi-Automatic

- 6.2.1 Market Trends
- 6.2.2 Market Forecast
- 6.3 Dryers
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast

7 MARKET BREAKUP BY TECHNOLOGY

- 7.1 Smart Connected
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Conventional
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY CAPACITY

- 8.1 Below 6 kg
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 6.1 to 8 kg
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Above 8 kg
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY APPLICATION

- 9.1 Healthcare
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Hospitality
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Others
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast

10 MARKET BREAKUP BY END USE

10.1 Commercial

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Residential

10.2.1 Market Trends

10.2.2 Market Forecast

11 MARKET BREAKUP BY REGION

11.1 North America

11.1.1 United States

11.1.1.1 Market Trends

11.1.1.2 Market Forecast

11.1.2 Canada

11.1.2.1 Market Trends

11.1.2.2 Market Forecast

11.2 Asia-Pacific

11.2.1 China

11.2.1.1 Market Trends

11.2.1.2 Market Forecast

11.2.2 Japan

11.2.2.1 Market Trends

11.2.2.2 Market Forecast

11.2.3 India

11.2.3.1 Market Trends

11.2.3.2 Market Forecast

11.2.4 South Korea

11.2.4.1 Market Trends

11.2.4.2 Market Forecast

11.2.5 Australia

11.2.5.1 Market Trends

11.2.5.2 Market Forecast

11.2.6 Indonesia

11.2.6.1 Market Trends

11.2.6.2 Market Forecast

11.2.7 Others

11.2.7.1 Market Trends

- 11.2.7.2 Market Forecast
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 France
 - 11.3.2.1 Market Trends
 - 11.3.2.2 Market Forecast
 - 11.3.3 United Kingdom
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
 - 11.3.4 Italy
 - 11.3.4.1 Market Trends
 - 11.3.4.2 Market Forecast
 - 11.3.5 Spain
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
 - 11.3.6 Russia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
 - 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast
 - 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
 - 11.4.3 Others
 - 11.4.3.1 Market Trends
 - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Market Trends
 - 11.5.2 Market Breakup by Country
 - 11.5.3 Market Forecast

12 SWOT ANALYSIS

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 PRICE ANALYSIS

16 COMPETITIVE LANDSCAPE

- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players
 - 16.3.1 AB Electrolux
 - 16.3.1.1 Company Overview
 - 16.3.1.2 Product Portfolio
 - 16.3.1.3 Financials
 - 16.3.1.4 SWOT Analysis
 - 16.3.2 Alliance Laundry Systems LLC
 - 16.3.2.1 Company Overview
 - 16.3.2.2 Product Portfolio
 - 16.3.3 Godrej Group
 - 16.3.3.1 Company Overview
 - 16.3.3.2 Product Portfolio
 - 16.3.4 Haier Group Corporation
 - 16.3.4.1 Company Overview
 - 16.3.4.2 Product Portfolio

- 16.3.4.3 Financials
- 16.3.5 IFB Industries Limited
 - 16.3.5.1 Company Overview
 - 16.3.5.2 Product Portfolio
 - 16.3.5.3 Financials
- 16.3.6 LG Electronics Inc.
 - 16.3.6.1 Company Overview
 - 16.3.6.2 Product Portfolio
 - 16.3.6.3 Financials
 - 16.3.6.4 SWOT Analysis
- 16.3.7 MIRC Electronics Limited
 - 16.3.7.1 Company Overview
 - 16.3.7.2 Product Portfolio
 - 16.3.7.3 Financials
- 16.3.8 Panasonic Corporation
 - 16.3.8.1 Company Overview
 - 16.3.8.2 Product Portfolio
 - 16.3.8.3 Financials
 - 16.3.8.4 SWOT Analysis
- 16.3.9 Robert Bosch GmbH
 - 16.3.9.1 Company Overview
 - 16.3.9.2 Product Portfolio
- 16.3.10 Samsung Electronics Co. Ltd.
 - 16.3.10.1 Company Overview
 - 16.3.10.2 Product Portfolio
 - 16.3.10.3 Financials
 - 16.3.10.4 SWOT Analysis
- 16.3.11 Toshiba Corporation
 - 16.3.11.1 Company Overview
 - 16.3.11.2 Product Portfolio
 - 16.3.11.3 Financials
 - 16.3.11.4 SWOT Analysis
- 16.3.12 Whirlpool Corporation
 - 16.3.12.1 Company Overview
 - 16.3.12.2 Product Portfolio
 - 16.3.12.3 Financials
 - 16.3.12.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Washing Machine Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Washing Machine Market Forecast: Breakup by Product (in Million US\$), 2023-2028

Table 3: Global: Washing Machine Market Forecast: Breakup by Technology (in Million US\$), 2023-2028

Table 4: Global: Washing Machine Market Forecast: Breakup by Capacity (in Million US\$), 2023-2028

Table 5: Global: Washing Machine Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 6: Global: Washing Machine Market Forecast: Breakup by End Use (in Million US\$), 2023-2028

Table 7: Global: Washing Machine Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 8: Global: Washing Machine Market: Competitive Structure

Table 9: Global: Washing Machine Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Washing Machine Market: Major Drivers and Challenges

Figure 2: Global: Washing Machine Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Washing Machine Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Washing Machine Market: Breakup by Product (in %), 2022

Figure 5: Global: Washing Machine Market: Breakup by Technology (in %), 2022

Figure 6: Global: Washing Machine Market: Breakup by Capacity (in %), 2022

Figure 7: Global: Washing Machine Market: Breakup by Application (in %), 2022

Figure 8: Global: Washing Machine Market: Breakup by End Use (in %), 2022

Figure 9: Global: Washing Machine Market: Breakup by Region (in %), 2022

Figure 10: Global: Washing Machine (Fully Automatic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Washing Machine (Fully Automatic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Washing Machine (Semi-Automatic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Washing Machine (Semi-Automatic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Washing Machine (Dryers) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Washing Machine (Dryers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Washing Machine (Smart Connected) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Washing Machine (Smart Connected) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Washing Machine (Conventional) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Washing Machine (Conventional) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Washing Machine (Below 6 kg) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Washing Machine (Below 6 kg) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Washing Machine (6.1 to 8 kg) Market: Sales Value (in Million US\$),

2017 & 2022

Figure 23: Global: Washing Machine (6.1 to 8 kg) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Washing Machine (Above 8 kg) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Washing Machine (Above 8 kg) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Washing Machine (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Washing Machine (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Washing Machine (Hospitality) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Washing Machine (Hospitality) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Washing Machine (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Washing Machine (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Washing Machine (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Washing Machine (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Washing Machine (Residential) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Washing Machine (Residential) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: North America: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: North America: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: United States: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: United States: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Canada: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Canada: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Asia-Pacific: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Asia-Pacific: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: China: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: China: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Japan: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Japan: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: India: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: India: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: South Korea: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: South Korea: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Australia: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Australia: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Indonesia: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Indonesia: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Others: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Others: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Europe: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Europe: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Germany: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Germany: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: France: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: France: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: United Kingdom: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: United Kingdom: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Italy: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Italy: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Spain: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Spain: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Russia: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Russia: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Others: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Others: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Latin America: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Latin America: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Brazil: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Brazil: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Mexico: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Mexico: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Others: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Others: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Middle East and Africa: Washing Machine Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Middle East and Africa: Washing Machine Market: Breakup by Country (in %), 2022

Figure 84: Middle East and Africa: Washing Machine Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Global: Washing Machine Industry: SWOT Analysis

Figure 86: Global: Washing Machine Industry: Value Chain Analysis

Figure 87: Global: Washing Machine Industry: Porter's Five Forces Analysis

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