

Europe Tumble Dryers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Europe Tumble Dryers Market size is estimated at USD 2.81 billion in 2024, and is expected to reach USD 3.48 billion by 2029, growing at a CAGR of 5.55% during the forecast period (2024-2029).

Tumble dryers exist as a major appliance used for drying clothes. As the revenue and demand for major appliances in Europe are observing a continuous increase, it is expected to drive the market demand for tumble dryers as well. With a rising share of the urban population existing at more than 75% and an increasing employment rate, Europeans prefer efficient and time-saving appliances for their laundry and tumble dryers perform this work efficiently by drying the clothes shortly and quickly.

The average revenue per household and unit volume sold of major appliances and washing machines in Europe is observing a continuous rise, driving the sales of tumble dryers in the region. Diversification of tumble dryer sales through online channels of E-commerce and direct websites results in an increasing online revenue share of tumble dryers in the market.

Technological and product innovations lead to manufacturers equipping tumble dryers with sensors and smart features. Embedded Wi-Fi connectivity and voice assistance features of Google Assistance and Alexa help the user to access the tumble dryer remotely and various dryer cycles based on fabrics and types of load. With this trend, as the market size of smart appliances in Europe is observing a continuous rise, consumers are demanding tumble dryers equipped with smart features.

Europe Tumble Dryers Market Trends

Rising Demand from Residential Segment

With a continuous rise in the number of residential real estate unit sales in Europe, there is a continuous expansion of the market for tumble dryer manufacturers as rising households are generating new demand for laundry appliances. The increasing market size and sales volume of major home appliances in the region are creating a market opportunity for tumble dryers to increase their penetration in the residential segment. Rising urbanization, employment rate, and wealth in Europe led to Germany, the United Kingdom, Italy, and France emerging as major countries with increasing demand for laundry appliances by the residential segments and global manufacturers launching their innovative tumble dryers in these markets. These trends are leading to the residential segment emerging as a major market for the European tumble dryer manufacturer.

France Leading the European Market

With the household ownership rate of laundry appliances existing at more than 80%, France exists as a market with increasing household ownership of cloth dryers. It provides opportunities for expanding sales and launching innovative tumble dryers, leading to European as well as global tumble dryer manufacturers looking over the market to expand their sales. The increasing number of residential dwellings in France is leading to a rise in demand for tumble dryers by households segment. With annual sales of tumble dryers in the country existing at more than 0.6 million, the rising urban population is emerging as a major factor contributing to the increasing revenue of tumble dryers and their sales in France. Expanding smart features in tumble dryers and increasing sales of smart home appliances in France are expected to drive positive growth in the tumble dryer market over the coming period.

Europe Tumble Dryers Industry Overview

Europe's tumble dryers market is fragmented with a large number of manufacturers delivering their products in the market. Rising competition among the manufacturers is leading them to equip their products with smart features and create product differentiation in the market. Some of the existing players in the European tumble dryer

market are Miele, Schulthess, Renzacci, Bosch and Haier.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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