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# Home Laundry Appliances in the Netherlands

December 2023

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## Home Laundry Appliances in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home laundry is challenged by discount prices and low retail volume sales  
Energy efficiency and comfort are increasingly important for home laundry appliances  
Electrolux Home loses retail volume share to BSH Huishoudapparaten

#### PROSPECTS AND OPPORTUNITIES

Home laundry will return to positive retail volume sales over the forecast period  
Innovation to focus on sustainability, time-saving and convenience  
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