



Home Laundry Appliances in the Netherlands

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Poor weather boosts demand for automatic dryers and washer dryers
Electrolux launches new EcoLine range but Bosch remains on top
Major deal signed between Arçelik and Whirlpool

PROSPECTS AND OPPORTUNITIES

Bright outlook for home laundry appliances as the Dutch economy shows signs of improvement
Innovation expected to focus on sustainability, time-saving solutions, and convenience
Demand for convenience and energy efficiency likely to drive demand

CATEGORY DATA

- Table 1 - Sales of Home Laundry Appliances by Category: Volume 2019-2024
- Table 2 - Sales of Home Laundry Appliances by Category: Value 2019-2024
- Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
- Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
- Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2019-2024
- Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
- Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
- Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
- Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
- Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
- Table 12 - Production of Home Laundry Appliances: Total Volume 2019-2024
- Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029
- Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029
- Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029
- Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

Consumer Appliances in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 18 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 19 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 20 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: Volume 2019-2024

Table 28 - Sales of Small Appliances by Category: Value 2019-2024

Table 29 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 30 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 31 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 32 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 33 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 34 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 35 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 36 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 45 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 46 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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