



Euromonitor
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Home Laundry Appliances in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Front loading automatic washing machines find favour but obstacles remain to the growth of home laundry appliances

Value-added features appealing to young working adults

Samsung extends its lead with innovative offering while new Skyworth brand hits the market in 2024

PROSPECTS AND OPPORTUNITIES

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Rental services making ownership of home laundry appliances more affordable

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