



**Euromonitor
International**

Home Laundry Appliances in Colombia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Improving economic scenario fuels demand for home laundry appliances
LG presents its new WashTower Mini in response to the demand for compact appliances
Industrias HACEB, Samsung and LG remain the top companies in the home laundry appliance industry.

PROSPECTS AND OPPORTUNITIES

Energy-efficient products expected to thrive as consumers look to cut energy bills and save the environment
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