



Euromonitor
International

Home Laundry Appliances in Hungary

December 2023

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Home Laundry Appliances in Hungary - Category analysis

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2023 DEVELOPMENTS

A decline in sales as rising energy costs dampen use of home laundry appliances

Rising price points and inflation leads consumers to repair instead of replacing

Front-loading washing machines increasingly favoured over top-loading models

PROSPECTS AND OPPORTUNITIES

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