



Home Laundry Appliances in the United Arab Emirates

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Solid demand for fully automatic laundry solutions
- LG and Samsung retain convincing leadership of home laundry appliances
- E-commerce captures further share within the category

PROSPECTS AND OPPORTUNITIES

- Energy efficiency will drive growth of front-loading washing machines
- High-income consumers expected to drive demand for premium, energy-efficient appliances
- Market consolidation to favour leading brands over the forecast period

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