

Home Laundry Appliances in Romania

January 2025

Table of Contents

Home Laundry Appliances in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic uncertainty hurts home laundry appliances

Manufacturers focus on optimising and upgrading production

Continuous innovation across the category

PROSPECTS AND OPPORTUNITIES

Slow recovery for home laundry appliances

Al integration to step into the limelight

Built-in home laundry appliances to grow at a faster rate

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 Romania - 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
- $\textbf{Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: } \\ \text{Volume Growth 2019-2024}$
- 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-laundry-appliances-in-romania/report.