



Home Laundry Appliances in Romania

January 2024

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Home Laundry Appliances in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales in a slump as consumers postpone big-ticket purchases

Arctic uses corporate responsibility activities to highlight its appliances' functions

Players launch constant product upgrades to meet energy-saving and cleaning-quality demands

PROSPECTS AND OPPORTUNITIES

Premiumisation trends expected to become stronger as spending power improves

Smart home laundry appliances to gain more attention

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