



Home Laundry Appliances in Australia

November 2023

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Home Laundry Appliances in Australia - Category analysis

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2023 DEVELOPMENTS

Home laundry appliances sees a further slowdown in growth
Energy-saving appliances become key amidst economic uncertainty
Convenience and efficiency drive demand for washer dryers and eco-friendly features

PROSPECTS AND OPPORTUNITIES

Inventory pressure expected to ease, with growth recovering to pre-pandemic levels
Embracing high-performance laundry solutions
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