

# Home Laundry Appliances in Australia

January 2025

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# Home Laundry Appliances in Australia - Category analysis

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Front-loading models and heat pump dryers often purchased as bundle deal
The search for value for money, as local economy pressurises consumer budgets
Energy efficiency and water usage ratings important factors

# PROSPECTS AND OPPORTUNITIES

Sales strategies will help brands to survive the short-term period Sustainability to remain prevalent trend in Australia Families will remain predominant growth drivers over forecast period

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