

# Home Laundry Appliances in Spain

December 2023

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## Home Laundry Appliances in Spain - Category analysis

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#### 2023 DEVELOPMENTS

Sales of automatic dryers sent into a spin as energy prices soar

Demand for automatic washing machines remains more resilient despite economic downturn

Innovation focusing on sustainability and energy efficiency

#### PROSPECTS AND OPPORTUNITIES

Freestanding laundry appliances will continue dominating the category but there remain signs of promise for built-in options

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