

Home Laundry Appliances in Austria

January 2024

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Home Laundry Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price sensitivity and the negative housing market leads to a retail volume decline Decline in retail value sales as consumers postpone purchases in 2023

Automatic dryers post a double-digit decline as the energy crisis dampens sales

PROSPECTS AND OPPORTUNITIES

Upward trend in retail value and volume driven by the rising number of households Beko Grundig Austria loses market share as management changes Potential for renting to increase in home laundry appliances, challenging sales

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