



**Euromonitor
International**

Home Laundry Appliances in Norway

February 2026

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Uncertain economic environment hinders sales growth but AI and tech innovation offers hope

Automatic washing machines dominate sales

Automatic washer dryers benefit from multifunctional positioning

WHAT'S NEXT?

Consumers drive demand for convenient and sustainable solutions

Automatic washer dryers to gain prominence by 2030

Business impact of sustainability and premiumisation trends

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and scale

Market to stabilise with opportunities in premium and sustainable appliances

CHANNELS

Appliances and electronics specialists lead the distribution of home laundry appliances

E-commerce gains traction with focus on convenience and personalisation

No new retail brands or concepts in the pipeline for 2026

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Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

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Consumer appliances market set for gradual recovery but challenges remain

Demand for refrigeration appliances set to remain stable

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Established brands maintain lead through trust and innovation

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