



**Euromonitor
International**

Home Laundry Appliances in Australia

December 2025

Table of Contents

Home Laundry Appliances in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and sustainability steer home laundry appliances demand

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Replacement purchases sustain growth in laundry appliances

Macroeconomic pressures shift consumer focus to energy-efficient replacements

Technological innovation and regulation drive demand for efficient laundry appliances

WHAT'S NEXT?

Technological innovation to boost growth despite market maturity

Chart 2 - Analyst Insight

Regulatory reforms accelerate shift to energy-efficient laundry appliances

Urbanisation drives demand for space-optimised and smart laundry solutions

COMPETITIVE LANDSCAPE

Leading brands maintain strength in home laundry appliances

Chart 3 - Electrolux Differentiates Brand With New Auto Dosage Innovation

Brands shift focus from pricing to long-term value creation

CHANNELS

JB Hi-Fi expands premium reach through strategic acquisition of e&s

E-commerce expands with convenience and smart tech appeal

Omnichannel strategies redefine retail engagement

PRODUCTS

Manufacturers leverage energy performance to differentiate premium laundry appliances

Chart 4 - Hisense Launches 10-Star Heat Pump Dryer in Australia

Consumers embrace AI-powered laundry appliances to optimise resource efficiency

Design-led innovation accelerates premiumisation

Chart 5 - LG Launches Premium Model With Aesthetic Appeal and Space-Conscious Design

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Australia - Industry Overview

EXECUTIVE SUMMARY

How innovation and energy efficiency shape Australian consumer appliance choices

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Australians seek value, innovation and energy-efficient appliances

Chart 7 - Analyst Insight

Air treatment products continues to make gains, driven by health and wellness concerns

Refrigeration appliances drives growth through innovation

WHAT'S NEXT?

Australians will continue to prioritise innovative appliances offering long-term value

Refrigeration appliances and air treatment products to see further growth

Australians to become increasingly discerning in their purchasing decisions

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands sustain share through innovation

Strong performance by Dyson as it continues to focus on new launches

CHANNELS

Appliances and electronics specialists leads distribution through expertise

E-commerce gains influence in product discovery and price comparison

PRODUCTS

Miele and Panasonic drive innovation with eco-friendly designs

Chart 9 - Miele Sets Efficiency Benchmark with 6-Star WELS Dishwasher in 2025

Chart 10 - Panasonic NN-CD88QSQPQ Drives Trading Up in Compact, Multifunctional Microwaves

Roborock revolutionises cleaning with automation and convenience

Chart 11 - Roborock Launches Q10V+ in Australia With Self-Empty Dock and 10,000Pa Suction

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Australia 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Australia 2025

Chart 15 - Consumer Landscape in Australia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-laundry-appliances-in-australia/report.