



Euromonitor
International

Dishwashers in the Netherlands

February 2026

Table of Contents

Dishwashers in the Netherlands - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dishwashers experience robust growth in 2025

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and energy consumption drive growth

Multifunctionality and compact design influence product development

Chart 2 - Neff Launches N50 Dishwasher to Cater for Smaller Kitchens

Convenience features drive consumer appeal

Chart 3 - Etna Launches Built-In Dishwasher with Autodose and Fandry Functionality

WHAT'S NEXT?

Sustainability to continue driving growth as purchasing power set to increase

Chart 4 - Bosch Series 8 Dishwasher Caters to Demand for Low Energy and Water Use

Built-in dishwashers to remain dominant, driven by compact design and aesthetics

Price sensitivity a potential opportunity for manufacturers to expand portfolios

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Top three players dominate with diverse product offerings

CHANNELS

Appliance retailers and e-commerce drive sales with complementary strengths

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the Netherlands - Industry Overview

KEY DATA FINDINGS

EXECUTIVE SUMMARY

Premiumisation and sustainability key to industry success

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Repair culture and sustainability shift purchasing behaviour and drive volume growth

Chart 7 - Bosch Zeolite Dishwasher Includes Drying Technology to Reduce Power Consumption

Multifunctionality and compact design gain traction among urban households

Chart 8 - Ninja Foodi MAX 14-in-1 SmartLid Multi-Cooker Combines 14 Cooking Functions

Innovation fuels premiumisation

Chart 9 - SMEG EGF03CREU Espresso Machine Targets Design-Focused Coffee Enthusiasts

WHAT'S NEXT?

Consumers to continue driving demand for multifunctional appliances

Sustainability and eco-friendly climate control to boost heat pumps

Premiumisation and smart technology to shape industry developments

Chart 10 - Analyst Insight

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Philips, Bosch and Tefal lead consumer appliance landscape

CHANNELS

Appliances and electronics specialists drive offline sales

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Netherlands 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Netherlands 2025

Chart 15 - Consumer Landscape in Netherlands 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/dishwashers-in-the-netherlands/report.