



Home Laundry Appliances in Portugal

February 2026

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Automatic washing machines dominate sales

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WHAT'S NEXT?

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Automatic washing machines will remain dominant despite projected sales decline

Energy efficiency and AI set to drive future growth and innovation

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Beko remains the overall leader but competition grows

Innovative launches and sustainability drive competition

CHANNELS

Offline retailers dominate sales of home laundry appliances

Builder merchants and construction gain share

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