



Dishwashers in Norway

February 2026

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A weak housing market and economic pressures suppress the growth of dishwashers in 2025

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Business impact of trends on dishwashers manufacturers and retailers

COMPETITIVE LANDSCAPE

Global brands maintain lead with established presence

No notable mergers or acquisitions and limited innovation

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce emerges as fastest growing channel

No new retail brands or concepts emerge in 2026

PRODUCTS

Samsung and LG drive innovation with energy efficiency and improved hygiene

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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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Demand for refrigeration appliances set to remain stable

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CHANNELS

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