



Home Laundry Appliances in Sweden

February 2026

[Table of Contents](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic pressures drive volume decline, while AI drives innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic pressures drive market decline despite high household penetration

Premiumisation drives demand for durable and high-performance appliances

Chart 2 - ASKO Launches ASKO Scandinavian Laundry Care 2.0

Segmented consumer focus drives retailers to expand private label offerings

Chart 3 - Netonnet Launches The Private Label Avant

WHAT'S NEXT?

Energy efficiency and convenience will remain strong trends

Future innovation expected to prioritise convenience and health-focussed features

COMPETITIVE LANDSCAPE

Leading brands maintain strong places amid private label challengers

CHANNELS

Appliances and electronics specialists maintain lead as e-commerce expands

PRODUCTS

Smart and AI-powered innovation enhances appliance value proposition

Chart 4 - Samsung Expands its "Screens Everywhere" Concept in Laundry Care

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Economic caution drives volume decline amid sustainability surge and government support

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Households delay purchases amid economic unease and high price sensitivity

Convenience and customisation priorities shape product innovation in Sweden

Chart 6 - LG Launches Trueteam Technology

Segmented consumer focus intensifies as economic pressures deepen

Chart 7 - Netonnet Launches The Private Label Avant

WHAT'S NEXT?

Volume sales set to decline as sustainability and energy efficiency concerns reshape demand

Manufacturers expected to shift towards service-based offerings and connectivity innovation

Chart 8 - Analyst Insight

Design personalisation is set to become a key differentiator

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading global brands maintain lead despite minor share shifts

Dreame brand gains traction in robotic vacuum cleaners

CHANNELS

Appliances and electronics specialists and e-commerce dominate sales

Omnichannel strategies reshape the role of physical stores

PRODUCTS

Smart and AI-powered appliances enhance functionality and sustainability

Chart 10 - Electrolux Launches Electrolux 800 Steampro Mealassist With AI Tasteassist Innovation

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Sweden 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Sweden 2025

Chart 14 - Consumer Landscape in Sweden 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-sweden/report.