



Euromonitor
International

Home Laundry Appliances in Colombia

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Table of Contents

Home Laundry Appliances in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and affordability support resilient growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Growth driven by innovation and affordability in Colombia

Automatic washing machines lead in sales and growth

Innovation and affordability shape consumer preferences

WHAT'S NEXT?

Midea's entry-level products and affordability drive growth

Automatic washing machines dominate, semi-automatic washing machines grow rapidly

Innovation and affordability shape future of home laundry appliances

COMPETITIVE LANDSCAPE

Haceb and Samsung maintain lead with innovative offerings

Midea's strategic expansion creates new opportunities

CHANNELS

Hypermarkets lead distribution with strong promotions and service

Retail e-commerce gains traction with convenience and value

Innovation and affordability drive channel strategies

PRODUCTS

Colombian consumer needs drives product innovation

Business impact of product innovation in Colombia

Chart 3 - LG WashTower Mini Combines Design, Size and Functionality

Chart 4 - Midea Launches HealthGuard Technology to Prevent Bacteria and Bad Odours

Chart 5 - Whirlpool Washing Machine with an Advanced Filter to Clean Pet Lint

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

EXECUTIVE SUMMARY

Resilient growth supported by health, innovation, and digitalisation

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Robust growth in appliance sales despite weather-related softness

Home laundry appliances leads growth as hygiene and performance features resonate

Health and wellness continues to shape product innovation and purchasing priorities

Chart 8 - Midea Launches HealthGuard Technology to Prevent Bacteria and Bad Odours

WHAT'S NEXT?

Strong growth driven by innovation and improving consumer sentiment

Home laundry remains core as air conditioners gain momentum

Innovation, sustainability, and services shape long-term competitiveness

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea gains share through innovative health-focused products

Emerging players and future opportunities

CHANNELS

Hypermarkets lead distribution channels with strong promotions

Retail e-commerce grows with competitive pricing and promotions

No emerging retail brands or concepts in 2026

PRODUCTS

LG and Whirlpool drive innovation with multifunctional designs

Segmented consumer focus drives demand for pet-friendly appliances

Innovation and consumer focus drive business growth

Chart 10 - LG WashTower Mini Combines Design, Size and Functionality

Chart 11 - Whirlpool Washing Machine with an Advanced Filter to Clean Pet Lint

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Colombia 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Colombia 2025

Chart 15 - Consumer Landscape in Colombia 2025

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SOURCES

Summary 1 - Research Sources

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