



**Euromonitor  
International**

# Home Laundry Appliances in China

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## Home Laundry Appliances in China - Category analysis

### KEY DATA FINDINGS

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Growth in home laundry appliances driven by AI, subsidies, and rising incomes

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Automatic dryers sees dynamism as fast, effective drying is a priority for more consumers

Midea drives premiumisation with AI-powered laundry solutions

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