



Euromonitor
International

Dishwashers in Norway

February 2026

Table of Contents

Dishwashers in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers delay purchases amid economic uncertainty and high prices

Built-in dishwashers is the most dynamic category

Energy efficiency becoming a growing concern for consumers and manufacturers

Chart 3 - Samsung Launches Bespoke Range with Improved Energy Efficiency

Chart 4 - LG Launches the TrueSteam and QuadWash Innovations

WHAT'S NEXT?

Consumers prioritise convenience and sustainability in dishwashers

Built-in dishwashers to remain dominant due to high penetration

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

EXECUTIVE SUMMARY

Challenging economic environment continues to put pressure on sales in 2025

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Low confidence and economic uncertainty limits sales growth in consumer appliances

Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

WHAT'S NEXT?

Consumer appliances market set for gradual recovery but challenges remain

Demand for refrigeration appliances set to remain stable

Sustainability and intelligent technology to drive innovation

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Established brands maintain lead through trust and innovation

Opportunities arise for new entrants and innovation

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with omnichannel retailing

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

Sustainability drives innovation in appliance design

Chart 8 - Miele Updates its Miele G 5000 Series of Dishwashers

Smart and AI-powered technology enhances appliance functionality

Chart 9 - Samsung Expands its "Screens Everywhere" Concept in Home Laundry Appliances

Multi-functionality and compact design drive consumer preference

Chart 10 - Electrolux Launches the Electrolux Ultimate 80 Wet and Dry Stick Vacuum Cleaner

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Norway 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Norway 2025

Chart 14 - Consumer Landscape in Norway 2025

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SOURCES

Summary 1 - Research Sources

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