



Dishwashers in Colombia

February 2026

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2025 DEVELOPMENTS

Growing interest in convenient and energy-efficient dishwashers supports market expansion

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Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers invest in convenient appliances despite economic uncertainty

Freestanding models dominate household adoption

Convenience and efficiency shape category development

WHAT'S NEXT?

Affluent and younger households support market expansion

Built-in models gain relevance alongside freestanding formats

Technology, sustainability, and premium features drive future demand

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and premium offerings

Stable competitive environment with limited structural change

CHANNELS

Hypermarkets and specialists anchor dishwasher distribution

Retail e-commerce expands through convenience and promotions

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Customisable and integrated designs fuel premium positioning

Functional innovation enhances perceived value

Premiumisation supports long-term value growth

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Chart 7 - Analyst Insight

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Home laundry appliances leads growth as hygiene and performance features resonate

Health and wellness continues to shape product innovation and purchasing priorities

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WHAT'S NEXT?

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Home laundry remains core as air conditioners gain momentum

Innovation, sustainability, and services shape long-term competitiveness

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Midea gains share through innovative health-focused products

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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

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LG and Whirlpool drive innovation with multifunctional designs

Segmented consumer focus drives demand for pet-friendly appliances

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