



Euromonitor
International

Home Laundry Appliances in France

February 2026

Table of Contents

Home Laundry Appliances in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Built-in momentum builds as private label ranges reshape pricing

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Private label growth reinforces price pressure

Automatic washing machines remain essential and dominant

Efficiency and sustainability become stronger purchase filters

WHAT'S NEXT?

Built-in demand rises as space optimisation shapes purchases

Automatic washing machines remain the category anchor

Efficiency, repairability and sustainability shape long-term value

COMPETITIVE LANDSCAPE

Leading manufacturers defend share as private label ranges expand

Limited structural change keeps competition focused on portfolios and channels

CHANNELS

Specialists lead, while omnichannel purchasing becomes the norm

No new retail concepts expected in 2026

E-commerce supports price comparison and deal-led growth

PRODUCTS

Beko strengthens efficiency messaging with new technologies

Smart and built-in formats gain visibility

Innovation supports resilience in a pressured market

Chart 3 - Weather Conditions Shape Laundry Usage and Product Priorities

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

EXECUTIVE SUMMARY

Small appliances drive resilience amid weak housing activity

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

WHAT'S NEXT?

Rising incomes and urbanisation drive consumer appliances growth

Large cooking appliances maintain dominance through built-in trends

Sustainability and multifunctionality drive future growth and innovation

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Seb and BSH dominate market with diverse product portfolios
SharkNinja's innovation strategy strengthens its position in small appliances
Chart 7 - Kärcher Launches a 3-in-1 Vacuum Cleaner

CHANNELS

Appliance specialists and online retailers drive sales growth
Retail e-commerce gains traction through competitive pricing
No new retail concepts or collaborations expected in 2026

PRODUCTS

Private label ranges and premiumisation drive product innovation
Emerging brands accelerate adoption of multifunctional solutions
Innovation supports growth despite economic pressures
Chart 8 - Private Label Brands Thrive During Sluggish Economic Conditions
Chart 9 - Innovation in Beauty Appliances

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030
Chart 11 - PEST Analysis in France 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in France 2025
Chart 13 - Consumer Landscape in France 2025

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SOURCES

Summary 1 - Research Sources

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