

# Italy: Household Washing And Drying Machines - Market Report. Analysis And Forecast To 2025





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# B 1. INTRODUCTION

## 1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the washing machine market in Italy. It presents the latest data of the market size and volume, European production, exports and imports, price dynamics and turnover in the industry. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term. Profiles of the leading companies and brands are also included.

Countries coverage: Italy

Product coverage: Household washing machines and drying machines, including machines that both wash and dry.

Data coverage:

- Washing machine market size and value in Italy
- Volume and dynamics of washing machine production in Italy
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for washing machine
- Washing machine market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per capita consumption of washing machine in Italy

Why buy this report?

- Get the full picture of the market
- Identify Key success factors on the washing machine market in Italy
- Adjust your marketing strategy

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## 2. EXECUTIVE SUMMARY

### 2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015

Market Volume	thousand units	***
	% to 2014	***
Market Value in *** prices	million EUR	***
	% to 2014	***
Production	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***
Imports	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***
Exports	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***

Source: \*\*\*

### 2.2 MARKET TRENDS

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# 3. MARKET OVERVIEW

## 3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015  
(thousand units, y-o-y)



Source: \*\*\*

Figure 2: : Market Value, in Value Terms, 2007-2015  
(million EUR, y-o-y)



Source: \*\*\*



Table 2: Market Volume, in Physical Terms, 2007-2015  
(thousand units)

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Domestic production	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 3: Market Value, in Value Terms, 2007-2015  
(million EUR), in producer and import/export prices

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Domestic production	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on units)



Source: \*\*\*

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on EUR), in producer and importer prices/ in exporter and importer prices



Source: \*\*\*

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**3.2 TRADE BALANCE**

Figure 5: Trade Balance, in Physical Terms, 2007-2015  
(thousand units)



Source: \*\*\*

Figure 6: Trade Balance, in Value Terms, 2007-2015  
(million EUR), in import/export prices



Source: \*\*\*

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**3.3 MARKET SEGMENTATION BY TYPES**

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Table 4: Per Capita Consumption in 2007-2015  
(unit/year and EUR /year)

Item	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Per capita consumption	unit/year	***	***	***	***	***	***	***	***	***	***
Per capita consumption	EUR/year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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**3.4 MARKET OPPORTUNITIES**

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Table 6: Comparison of Consumption, Production and Imports

Type	Total demand	Total production		Total net imports		Share of import in total demand	IB Index
	2015	2015	CAGR 2007-2015	2015	CAGR 2007-2015	2015	2015
Cntr	***	***	***	***	***	***	***
EU-28	***	***	***	***	***	***	***

Source: \*\*\*

**3.5 MARKET FORECAST TO 2025**

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Figure 7: Market Forecast to 2025



Source: \*\*\*

# B 4. PRODUCTION

## 4.1 PRODUCTION IN 2007-2015

Figure 8: Production, in Physical Terms, 2007–2015  
(thousand units)



Source: \*\*\*

Figure 9: Production, in Value Terms, 2007–2015  
(million EUR)



Source: \*\*\*

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## 4.2 PRODUCTION BY TYPES

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Table 5: Production, in Physical Terms, 2007-2015  
(thousand units)

Type/Period	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 10: Production, by Type, 2015  
(%, based on units)



Source: \*\*\*

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Figure 11: Production, in Physical Terms, by Type, 2007–2015  
(thousand units)



Source: \*\*\*



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## 5. IMPORTS

## 5.1 IMPORTS BY TYPE IN 2007-2015

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Table 11: Imports, in Physical and Value Terms, by Type, 2007-2015  
(thousand units, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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Figure 12: Imports, in Physical Terms, by Type, 2007-2015  
(thousand units)



Source: \*\*\*

Figure 13: Imports, in Value Terms, by Type, 2007-2015  
(million USD)



Source: \*\*\*

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## 5.2 IMPORTS BY COUNTRIES

Figure 14: Imports, in Physical Terms, by Country, 2015  
(%, based on units)



Source: \*\*\*

Table 10: Imports, in Physical Terms, by Country, 2007-2015  
(thousand units)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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### 5.4 IMPORT PRICES BY COUNTRIES

Figure 15: Import Prices, by Country, 2007-2015  
(USD per unit)



Source: \*\*\*

## B 6. EXPORTS

### 6.1 EXPORTS BY TYPE IN 2007-2015

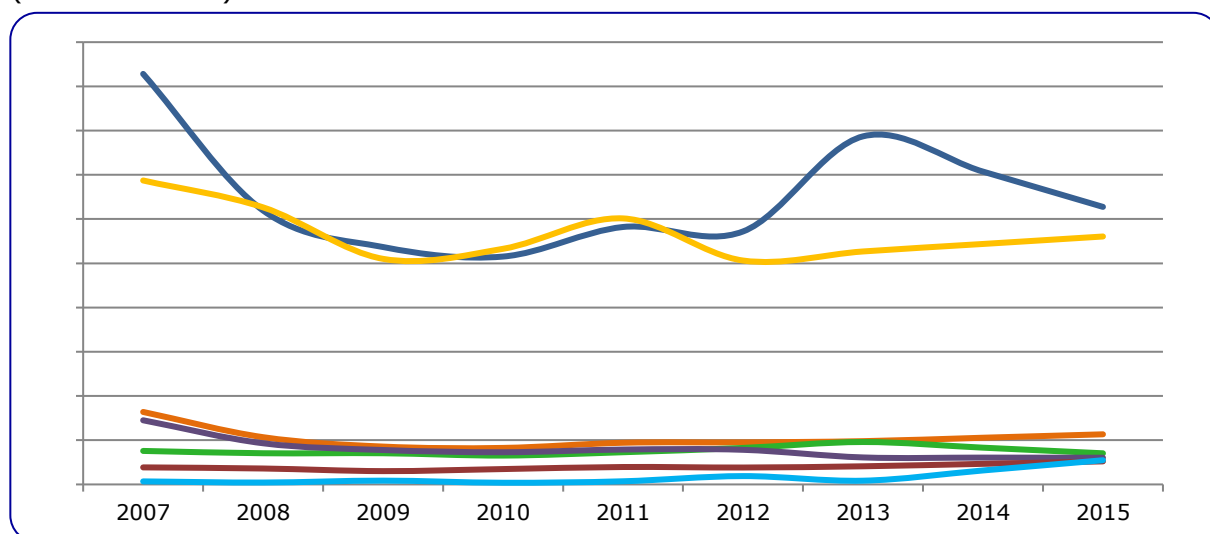
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Table 6: Exports, in Physical and Value Terms, by Type, 2007-2015  
(thousand units, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 16: Exports, in Physical Terms, by Type, 2007-2015  
(thousand units)



Source: \*\*\*

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Figure 17: Exports, in Value Terms, by Type, 2007-2015  
(million USD)



Source: \*\*\*

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## 6.2 EXPORTS BY COUNTRIES

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Figure 18: Exports, in Physical Terms, by Country, 2015  
(%, based on units)



Source: \*\*\*

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Figure 19: Exports, in Physical Terms, by Country, 2007-2015  
(thousand units)



Source: \*\*\*

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Figure 20: Exports, in Value Terms, by Country, 2007-2015  
(million USD)



Source: \*\*\*

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## 6.3 EXPORT PRICES

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Table 7: Export Prices, by Country, 2007-2015  
(USD per unit)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

# B 7. PRICES AND PRICE DEVELOPMENT

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## 7.1 PRODUCER PRICES ON THE DOMESTIC MARKET

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Table 8: Producer Prices in Industry, Domestic Market - Monthly Data (2010 = 100), by Country

*INDIC\_BT* Domestic output price index - in national currency

*NACE\_R2* Manufacture of \*\*\*

Special value:

: not available

Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***

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Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 9: Producer Prices in Industry, Domestic Market - Annual Data (2010 = 100), by Country

INDIC\_BT Domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*

Special value:

: not available

Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***

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Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 21: Producer Prices in Industry - Domestic Output Price Index - in National Currency

INDIC\_BT Domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*



Source: \*\*\*

## B

## 7.2 PRODUCER PRICES ON THE NON-DOMESTIC MARKET

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Table 10: Producer Prices in Industry, Non-Domestic Market - Monthly Data (2010 = 100), by Country

*INDIC\_BT* Non-domestic output price index - in national currency*NACE\_R2* Manufacture of \*\*\*

Special value:

: not available

Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
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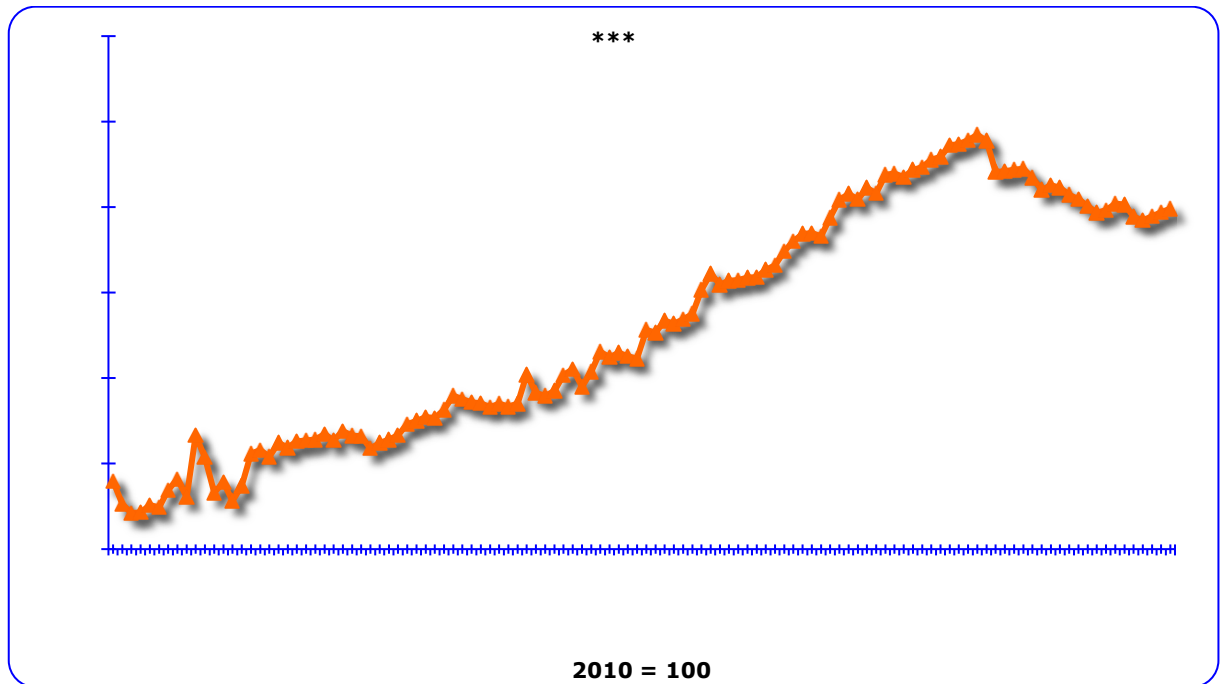
Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
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Source: \*\*\*

Figure 22: Producer Prices in Industry – Non-Domestic Output Price Index - in National Currency

INDIC\_BT Non-domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*



Source: \*\*\*

**B**

# 8. TRADE STRUCTURE AND CHANNELS

## 8.1 MAJOR TRADE CHANNELS

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## 8.2 PRICE STRUCTURE

...





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## 9.2 COUNTRY ANALYSIS

...

Table 12: Largest and Most Specialised Countries in Type of Manufacturing

Country	Value added	(% share of EU-28 value added)
Country A	***	***
Country B	***	***
Country C	***	***
Country D	***	***
Country E	***	***
Country F	***	***
Country G	***	***
Country H	***	***
Country I	***	***
Country J	***	***

Source: \*\*\*

## 9.3 SIZE CLASS ANALYSIS

...

Table 13: Number of Persons Employed by Enterprise Size Class, Type of Manufacturing, 2012

Special value:  
: not available

Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
EU-28	***	***	***	***	***
EU-27	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

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Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

Source: \*\*\*

Table 14: Value Added by Enterprise Size Class, Type of Manufacturing, 2012  
(million EUR)Special value:  
: not available

Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
EU-28	***	***	***	***	***
EU-27	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

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Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

Source: \*\*\*

Figure 23: Relative Importance of Enterprise Size Classes, Type of Manufacturing, 2012  
(% share of sectoral total)

The size of each bubble is proportional to the Value added of each size class rebased.



Source: \*\*\*

**B**

## 10. COMPANY PROFILES

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**B**

**If you need further information, please do not hesitate to contact us on the details below.**

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