



Washing SMART

The Rising Popularity of Washing Machines in Bangladesh

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Washing machines are still considered luxury items in Bangladesh, but their popularity is steadily increasing as more consumers seek automated solutions for laundry. While not yet as common as televisions or refrigerators, they are becoming more affordable and essential with the country's social and economic progress. The market is growing by 5-10 percent annually, with significant potential for expansion in the coming years as more households adopt this time-saving appliance.

"Currently, only 3-4% of households in Bangladesh use washing

machines, leaving ample room for market growth," says a representative of a leading industry stakeholder. At present, these appliances are mainly purchased by the highest-income segment. However, the rapidly expanding middle class, which is expected to make up one-third of the population soon, presents a key opportunity. "To tap into this potential, we need to raise awareness about the category and effectively communicate the benefits of washing machines to this emerging group," adds the industry insider.



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