

CLEAN SWEEP AHEAD

How Washing Machines Are Changing Bangladeshi Homes

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Once considered a luxury item, the washing machine is steadily becoming a sought-after home appliance in Bangladesh. For a country juggling rapid urbanisation, dual-income households, and shifting gender roles, the promise of convenient laundry care is no longer a distant dream—it is inching closer to daily reality. But even as its popularity rises, the washing machine has yet to secure a place in most Bangladeshi homes, lagging behind other appliances like refrigerators and air conditioners.

The country's shift from a low-income to a middle-income economy—fueled by an expanding middle class and near-universal electrification—has paved the way for wider adoption of modern household gadgets. Washing machines offer a practical solution to an often overlooked burden: daily laundry, a task that traditionally falls on women. They also serve time-strapped office-goers who prioritise convenience. "Washing machines are still considered

urban-centric products. Users tend to have a fascination with international brands, and among household appliances, washing machines are the slowest-moving items. There's also a common mindset that washing machines reduce the longevity of clothes. However, given the rising demand for smart home appliances overall, the prospects for washing machines remain promising," says Salim Ullah Salim, Director of Marketing at Jamuna Electronics and Automobiles Ltd.

The market is indeed expanding. According to MD. Khairul Bashar, Deputy Chief Business Officer at Walton Home Appliance, "The washing machine market in Bangladesh is undergoing a quiet revolution as manufacturers respond to growing consumer demand for sustainable home appliances. With rising electricity costs and increased environmental awareness, both global brands and local manufacturers are prioritising energy efficiency and eco-friendly features in their newest models."

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