



MD. KHAIRUL BASHAR
Deputy Chief Business Officer,
Walton Home Appliance



SHABBIR HOSSAIN
Marketing Director,
Singer Bangladesh Limited

WALTON BRINGS SMARTER, Greener Laundry Solutions

The Daily Star (TDS): What are the current trends in the washing machine market in Bangladesh, and what challenges does the industry face?

MD Khairul Bashar (MKB): The washing machine market in Bangladesh is experiencing steady growth, driven by urbanisation, rising disposable incomes, and a shift towards modern home appliances. However, the industry also faces several challenges, including high production costs, unreliable power supply, and low rural penetration. Consumers are increasingly opting for fully automatic washing machines over semi-automatic models due to their convenience and time-saving features. Front-load and top-load variants are gaining traction, especially in urban households where space and efficiency are priorities. With rising electricity costs, consumers are now considering energy-efficient washing machines.

This industry is still very new. Local brands like Walton have not been producing washing machines for a long time. Some other companies are planning to enter this sector, but due to certain challenges, they are reconsidering their investment. The government's decision to impose a 5% VAT on locally manufactured units in the 2025-26 budget, without adjusting tariffs for Completely Built Unit (CBU) imports, has created an

uneven competitive landscape. This not only hampers existing manufacturers but also discourages new investment. To encourage local production and make washing machines more affordable for middle-class

Air Wash, Oxy Fresh, IoT, DD (Direct Drive), Inverter, AI, Auto Dosing, and Anti-foaming – these are the key features of our washing machines. In addition, our products offer EMI facilities, extended warranty periods, and both indoor and outdoor service support.

families, government support and protective tariffs on CBU imports would be beneficial.

TDS: What are the key features and product offerings in your washing machines that attract customers?

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support.

TDS: What new technologies are currently being introduced in your washing machines?

MKB: There has been significant development in washing machine technologies since the onset of the 'new normal', with greater emphasis on enhanced performance, efficiency, and convenience. First comes Inverter Technology, which enables energy efficiency, quiet operation, and longer machine life. The Fuzzy Control System automatically detects the load and sets the appropriate wash function accordingly. Saving power, water, and detergent is now a major concern for users. Air Wash technology significantly reduces water and detergent consumption. Oxy Fresh enhances fabric freshness. The washer-dryer combo helps dry clothes completely in the same machine. Lastly, the IoT feature enables users to control and monitor the machine's operation, diagnostics, and cycle updates via a smartphone app.

TDS: Are you planning any future initiatives focused on innovation, particularly towards eco-friendly or energy-efficient washing machines, in response to customer needs?

MKB: Bangladesh's washing machine market is embracing green innovation. A quiet revolution is underway as manufacturers respond to growing consumer demand for sustainable home appliances.

SINGER LEADS with Versatile Washing Machines

The Daily Star (TDS): What are the current trends in the washing machine market in Bangladesh, and what challenges does the industry face?

Shabbir Hossain (SH): Bangladesh presents a promising, developing market for washing machines. Traditionally, they have been perceived as luxury items; however, this perception is changing with the rise of the middle class and increasingly busy lifestyles, leading to growing interest in home washing machines. This shift indicates a positive trend towards greater washing machine penetration in the coming years.

Globally, consumers seek washing machines that are energy-efficient, water-saving, aesthetically pleasing, and user-friendly, and Bangladeshi consumers are no different. When purchasing a washing machine, customers frequently ask questions such as, "Will it be gentle on my clothes?", "How much will this impact my electricity bill?", "Does it offer a steam wash option?", and "Will it complement my home's décor?" These are common concerns—and, of course, price remains the foremost consideration.

Washing machine prices in Bangladesh have risen significantly over the past year, primarily due to increased government duties. Furthermore, the market lacks comprehensive local manufacturing. Instead, most brands rely on Completely Built Unit (CBU) imports, with some local assembly using Chinese components.

Despite these challenges, Singer Bangladesh is doing commendable work in enhancing the availability and affordability of washing machines. Every year, Singer introduces new models equipped with the latest features.

Moreover, Singer has teamed up with Beko—Europe's leading large home appliances company—and is now bringing even more advanced technology to customers in Bangladesh.

TDS: What are the key features and product offerings in your washing machines that attract customers?

SH: Singer consistently introduces a diverse range of washing machines, catering to various price points and consumer needs. Our offerings now feature modern advancements such as steam wash, inverter motors, smartphone connectivity, and direct drive technology. Customers value our machines for their fabric care, energy efficiency, sleek design, and user-friendly operation.

With the introduction of Beko washing machines on the Singer platform, we now effectively serve both middle- and high-income customer segments. This partnership allows us to offer a comprehensive range—from basic semi-automatic washers to advanced, high-end fully automatic models. Our combined focus on design and technology ensures our products stand out in the market.

TDS: What new technologies are currently being introduced in your washing machines?

SH: We have recently introduced several advanced technologies through our new product lineup, particularly with the addition of Beko washing machines. These include direct drive motors that reduce noise and improve durability, inverter motors that lower electricity consumption, and steam wash features that provide better cleaning and enhanced hygiene. Some of our models now offer smartphone integration, enabling users to control their washing machines remotely.

These technologies are designed to make laundry more efficient, convenient, and gentle on clothes. We have brought these features to the Bangladeshi market to meet rising customer expectations and to stay aligned with global trends.

TDS: Are you planning any future initiatives focused on innovation, particularly towards eco-friendly or energy-efficient washing machines, in response to customer needs?

SH: We are fully committed to energy efficiency in our washing machine offerings. All current models boast high energy ratings, including Energy Class S++ certification. This means they consume less electricity and water, which not only benefits the environment but also reduces operating costs for users.

Our future initiatives will continue to focus on bringing smart, eco-friendly solutions to Bangladeshi customers. We aim to combine innovation with affordability so that more families can enjoy the advantages of modern washing machines while conserving energy and protecting the planet.

Singer's primary objective is to integrate washing machines into the daily lives of Bangladeshi families. By combining modern features, sophisticated design, energy-efficient performance, and widespread availability, Singer is making this a reality. The company is not just selling products—Singer is providing inclusive solutions that enhance convenience, cleanliness, and overall quality of life.

Singer is leading the washing machine market in Bangladesh by prioritising customer needs, integrating global technology, and ensuring that every family finds a machine that suits their lifestyle and budget.

Clean Sweep Ahead

The washing machine market in Bangladesh is undergoing a quiet revolution as manufacturers respond to growing consumer demand for sustainable home appliances.

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Currently estimated at BDT 1,000 crore, the washing machine market in Bangladesh records annual sales of 150,000 to 200,000 units. It is growing at a rate of 5-10 percent yearly, with local manufacturers capturing 70-75 percent of the market share.

The market is segmented into manual, semi-automatic, and fully automatic machines—the latter including both top-loading and front-loading models. Top-loading machines are typically priced between Tk 10,000 and 12,000, while front-loading models range from Tk 35,000 to 40,000. Fully automatic models from local brands cost around Tk 40,000 to 50,000, while premium international brands are priced between Tk 60,000 and 70,000. Lower-end models usually offer basic functionality, while high-end versions can dry up to 70 percent of the load.

Currently, over 70 percent of sales are for top-loading models, although the market is gradually shifting toward front-loading options due to their water efficiency and advanced features. Sales typically peak during the rainy season and winter, when consumers seek better drying solutions and relief from cold-water washes.

Among the key players in the domestic market are Walton Group, Rangs eMart, Best Electronics, Jamuna Electronics, PRAN-RFL (Vision), Esquire Electronics, Electra International, and Super Star Group International.

names such as Samsung, LG, Sharp, and Whirlpool also enjoy consumer trust. Singer Bangladesh, which manufactures most of its machines locally, imports select high-end models to meet premium market demand.

"Singer Bangladesh is doing great work in enhancing the availability and affordability of washing machines. Every year, Singer introduces new models equipped with the latest features. Moreover, Singer has teamed up with Beko, Europe's leading large home appliances company, to bring even more advanced technology to customers in Bangladesh," notes Shabbir Hossain, Marketing Director, Singer Bangladesh Limited.

KEY STATISTICS

- Annual Growth: 5-10%
- Market size: BDT. 1,000 Core
- Annual sales: 150,000 and 200,000 units
- Household penetration: 3-4%

To stay competitive, companies are investing heavily in R&D to incorporate smart technologies into their machines. "Engineered to handle even the most demanding laundry loads, the JAMUNA Washing Machine comes in 7.0 Kg, 8.0 Kg, and 10.5 Kg drum capacities—perfect for families of all sizes. With both washing and drying functions, this all-in-one solution simplifies your laundry routine while delivering powerful performance every time," shares Salim Ullah Salim.

"Walton introduced inverter-driven motors that reduce power consumption by up to 30% compared to conventional models. These advanced systems automatically adjust motor speed based on load weight, optimising energy use throughout each wash cycle. New-generation front-loading machines now use as little as 40 litres per cycle—a significant improvement over traditional models that consumed 70-140 litres," explains MD.

Khairul Bashar.

Yet, the industry faces notable challenges. A persistent dollar crisis and rising global raw material costs have made it difficult to open letters of credit (LCs) for importing essential components. This has driven up production costs and limited local manufacturers' pricing flexibility.

"Washing machine prices in Bangladesh have risen significantly over the past year, primarily due to increased government duties. Furthermore, the market lacks comprehensive manufacturing. Most brands rely on Completely Built Unit (CBU) imports, with some local assembly using Chinese components," states Shabbir Hossain.

Policy bottlenecks also need to be addressed to encourage local production. "The government's decision to impose a 5% VAT on locally manufactured units in the 2025-26 budget, without adjusting tariffs for CBU imports, has created an uneven competitive landscape. This not only hampers existing manufacturers but also discourages new investment. To encourage local production and make washing machines more affordable for middle-class families, government support and protective tariffs on CBU imports would be beneficial," adds MD. Khairul Bashar.

Despite the hurdles, there is a silver lining. Bangladeshi brands like Walton have begun exporting washing machines to international markets including Bhutan, East Timor, India, Iraq, Nepal, Uganda, and Yemen—highlighting the sector's potential to not only meet domestic needs but also emerge as a player in the global appliance industry.

As Bangladesh continues its journey toward modern living, washing machines may no longer remain on the household wish list—they are fast becoming a practical necessity.

