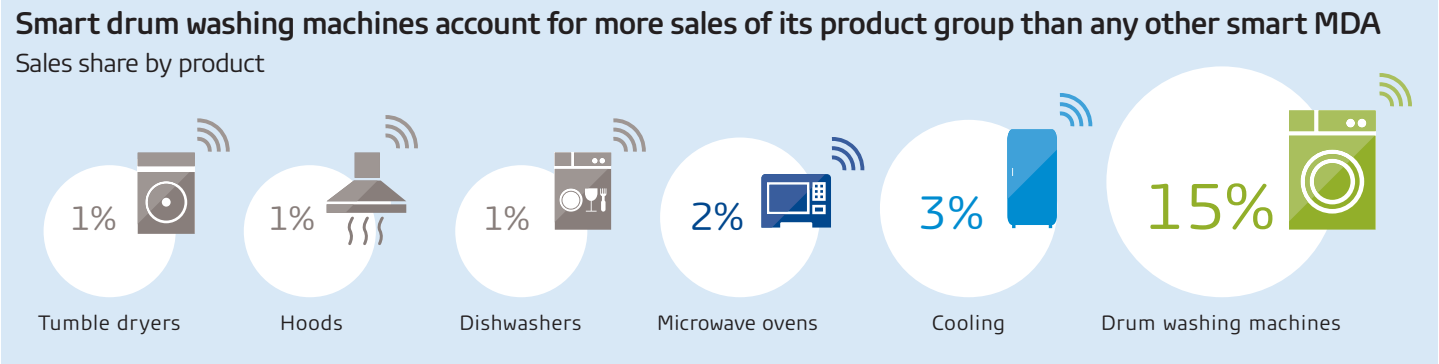
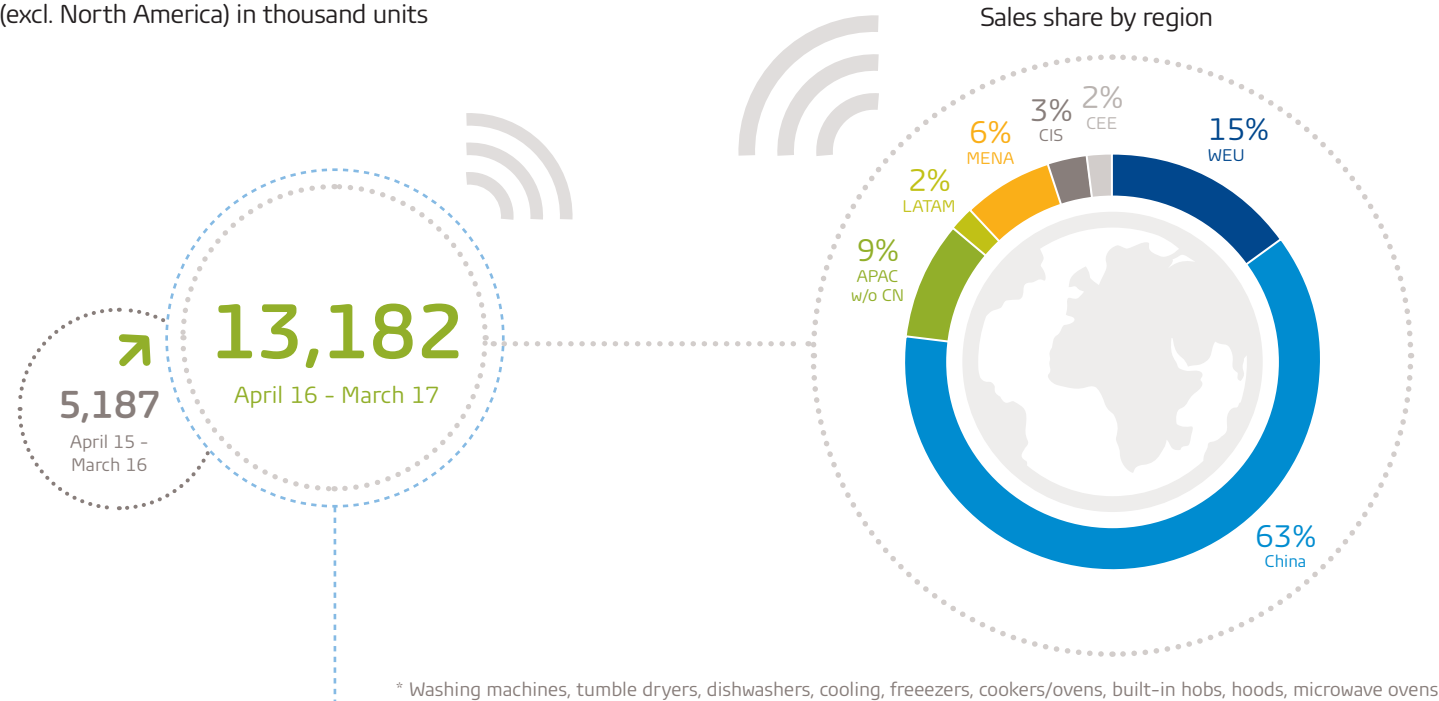


ASIAN HOUSEHOLDERS LEAD GLOBAL TAKE-UP OF SMART MAJOR DOMESTIC APPLIANCES

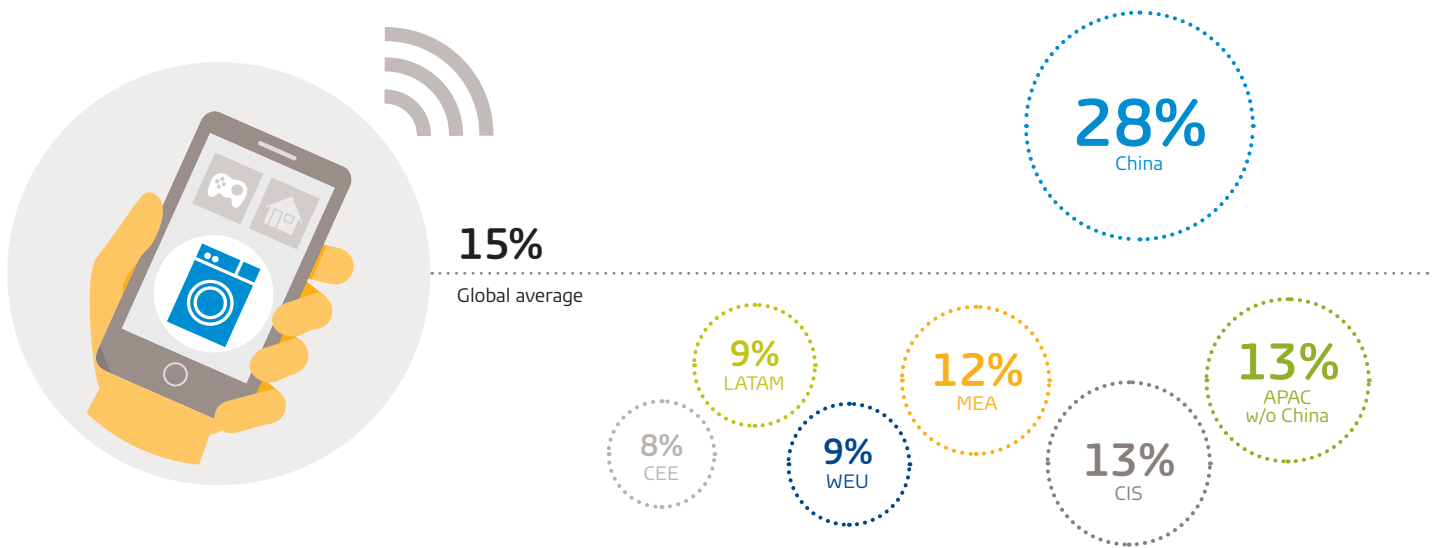
The smart major domestic appliances (MDA) market has more than doubled within 12 months

Smart major domestic appliances* sold globally (excl. North America) in thousand units

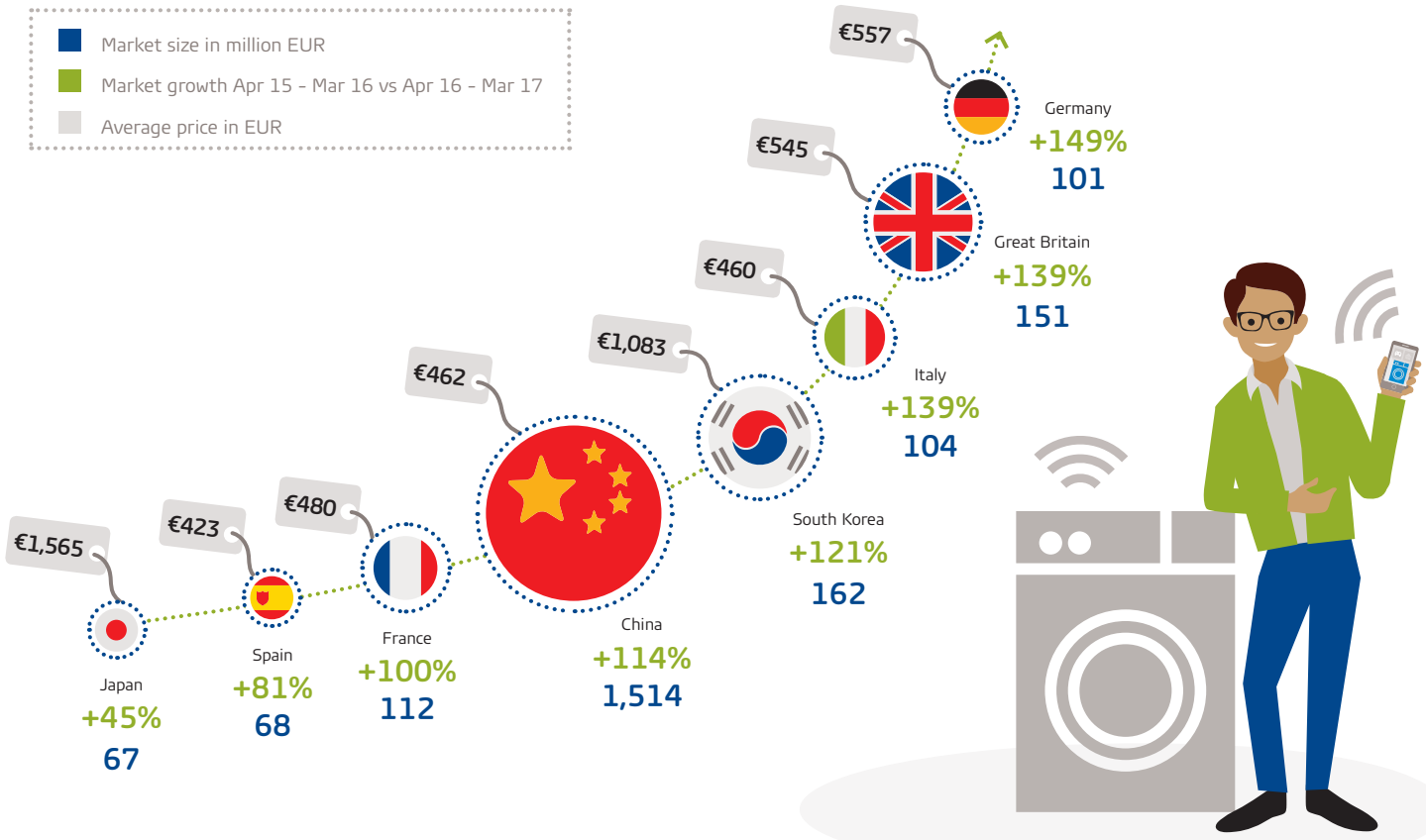


Smart drum washing machines are more established in the Chinese and APAC region markets

Share of smart drum washing machines in % (units)



China is the largest market for smart drum washing machines



If you want to find out more about sales of smart major domestic appliances, please contact Natalia Andrievskaya at natalia.andrievskaya@gfk.com.