

TRADE FOCUSED PRODUCT REPORTS

Household or
laundry-type
washing machines,
incl. machines
which both wash
and dry

HS Code 8450



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MACHINES, INCL. MACHINES WHICH BOTH WASH
AND DRY

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MARCH 2024



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Glossary of terms and abbreviations

Export concentration

This index measures, for each product, the degree of export market concentration by country of origin. It tells us if a large share of commodity exports is accounted for by a few countries or, on the contrary, if exports are well distributed among many countries. The index ranges from 0 to 1, with higher values indicating more market concentration.

Gulf Cooperation Council (GCC) Standardization Organization (GSO)

Gulf Cooperation Council (GCC) member countries created the GSO as a mechanism for developing food and non-food standards. GSO food-related technical regulations and standards serve as the main point of reference for food imports into the Gulf region. Codex Alimentarius, the International Organization for Standardization (ISO), the European Food Safety Agency (EFSA) and the U.S. Food and Drug Administration (FDA) serve as reference points for GSO standards and technical regulations.

HS (Harmonized System) codes

A standardised number classification system for traded goods. It is used by customs officials around the world to identify products for the purpose of applying duties and taxes, as well as for statistical purposes.

Market concentration

Market concentration determines the extent to which countries or firms hold market share. It is frequently used as a measure for the level of competitiveness. Measured on different scales and ranges, the general rule is the higher the score, the greater the level of competitiveness.

With respect to the Shannon Entropy scoring used by the Observatory of Economic Complexity and referenced in the report, the closer the number is to 1, the greater the concentration of just a small number of players and the lower the competitiveness. As stated in this study, a score of about 4 for household or laundry-type washing machines, HS code 8450 indicates a less fragmented marketplace and does appear to represent a small number of competitors, reflecting exports from approximately 13 competing countries.

MFN (Most Favoured Nation) tariff

Tariffs imposed by WTO (World Trade Organization) members on importing goods from other WTO members in the lack of a preferential trade agreement.

Nes (Not elsewhere specified)

Not elsewhere specified (or indicated for NESOI) is stated for an item that is not mentioned elsewhere in a classification system.

NTM (non-tariff measure)

Import and export regulations that reflect conditions of market access other than tariffs. They include numerous regulatory requirements such as health restrictions for food quality, packaging guidelines, minimum safety standards for produced goods, etc.



PCI (Product Complexity Index)

PCI ranks the breadth and sophistication of know-how required in manufacture. High PCI scores indicate that a product requires significant expertise and particular resources for its production, such as advanced machinery. Goods with a high PCI value, representing a complexity that only a few countries can undertake, include electronics and chemicals. Conversely, a low score suggests that many countries can produce the item, like basic agricultural goods or petroleum. The score's level depends on various factors.

Preferential tariffs

A tariff applied to a product that is less than the MFN levy due to the existence of a preferential trade agreement. This could be a bilateral advantageous trading arrangement or a single system of favours, such as the United States GSP (generalised system of preferences).

Self-sufficiency ratio

The self-sufficiency ratio defines a country's ability to provide for itself and represents the percentage of consumed food that is correspondingly produced within its territory. It can be measured for a specific good, such as wheat or tomatoes, to assess a country's capacity to produce according to its needs. The formula for calculating the ratio, in terms of production and trade, is:

$\text{Production} \times 100 / (\text{Production} + \text{Imports} - \text{Exports})$.

SPS

Sanitary and phytosanitary. In reference to trade, SPS encompasses measures to sustain human, animal and plant health in addition to preventing the spread of diseases and pests.



Product descriptions by HS 6-digit code

HS 845011 – Fully-automatic household or laundry-type washing machines, of a dry linen capacity...

Fully automatic washing machines designed for household or laundry use that can handle up to 10 kilograms in a single load. Commonly used in households and equipped to handle both washing and drying functions.

HS 845020 – Laundry-type washing machines, of a dry linen capacity > 10 kg

Fully automatic washing machines equipped to wash and dry clothes of loads exceeding 10 kilograms at a time. Normally less powerful than commercial machines, but are nonetheless appropriate for smaller or irregular loads.

HS 845090 – Parts of household or laundry-type washing machines...

Components or spare parts used in household or laundry-type washing machines such as water pumps, drain pipes, water inlet control valves, and inner or outer tubes.



HS 845012 – Household or laundry-type washing machines, with built-in centrifugal drier (excl. fully-automatic...

Household or laundry-type washing machines that are not fully automatic but come with a built-in centrifugal dryer. Dry linen capacity does not exceed 10 kilograms in a single load.

HS 845019 – Household or laundry-type washing machines, of a dry linen capacity ≤ 6 kg (excl. fully-automatic ...

Household or laundry-type washing machines that are neither fully automatic nor come with built-in centrifugal dryer and can handle up to 6 kilograms of laundry in a single load.

Explanatory note

In respect to Jordan's trade data reported in this study, significant discrepancies were identified between category exports and imports, when using the trade statistics database employed in the research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Fundamentally, here, Jordan's export data varies from that recorded by importing countries – exemplified by the priority markets in this report, the United Arab Emirates, Iraq and the United States. It is for this reason that when it comes to assessing Jordan's exports in household or laundry-type washing machines (HS 8450), import data reported by Jordan's partners (referred to mirror data in ITC database) is broadly utilised to maintain consistency throughout.



Executive summary

The global market for household or laundry-type washing machines, categorised under HS 8450 continues to experience growth, driven by several factors: including the rising demand for energy-efficient, sustainable, and eco-friendly home appliances, growing preferences for smart washing machines and growth in urbanisation and middle-income households.

In 2023, global consumption of household or laundry-type washing machines was estimated to be 141.4 million units, representing growth of 11% between 2018 and 2023. Category revenue was estimated at \$65.4 billion in 2023 and is further projected to reach \$78.6 billion in 2028, experiencing an annual growth rate of 3.91% over the 2024 to 2028 period. On a per household basis, the average revenue was \$29.7 per household in 2023 and is projected to reach \$33.2 by 2028. The global household or laundry-type washing machines market is anticipated to exhibit a volume growth of 2.2% in 2025 and is further expected to reach 155.7 million units in 2028.

Worldwide exports of household washing machines categorised under HS 8450 amounted to \$15.6 billion in 2022. China was the largest exporter in 2022 at \$4.96 billion, followed by Poland at \$1.7 billion and Thailand at \$1.1 billion; together accounting for 49% of category exports in 2022.

The United States at \$1.8 billion, Japan at \$1.2 billion and Germany at \$943.9 million were the largest importers in 2022, together making up about 25% of global household washing machines import trade.

Jordan stood 53rd on global export ranking for household or laundry-type washing machines in 2022. The country's exports in this category were valued at \$4.1 million in 2022, reflecting a world share of around 0.03%. Despite a significant 357% increase in the country's category shipments from 2018 to 2022, exports saw a sharp decline of about 57% between 2021 and 2022. This likely reflects the significant 94% drop in exports to Israel in 2022 compared to the previous year. Here, household or laundry-type washing machines with a dry linen capacity up to 6 kilograms (HS 845019) constituted the most traded sub-category in 2022.. Lebanon emerged as the leading export market for Jordanian in 2022, valued at \$1.7 million, followed by Iraq at \$817,000 and Turkey at \$485,000; together accounting for 73% of the Hashemite Kingdom's household or laundry-type washing machines exports in 2022.

Regarding the priority markets in this study, import trade saw a significant growth between 2018 and 2022. Imports of household or laundry-type washing machines grew by 71% for the United Arab Emirates, 133% for Iraq and 30% for the United States between 2018 and 2022. Imports, however, contracted by 30% for Iraq in 2022 compared to 2020.

In trade with Jordan, imports of household washing machines among the priority markets were only represented in Iraq for the period 2018 through to 2022, with trade for the United Arab Emirates valued only in the year 2018 at just \$2,000 while the United States posted no evidence of washing machine shipments from Jordan between 2018 and 2022. Imports of Jordanian household washing machines to Iraq in 2022 rose 232% between 2018 and 2022, and 420% compared to 2020.

Despite no or negligible trade evidence with Jordan, in the United States and the United Arab Emirates between 2018 and 2022, the significant growth in imports registered across these priority markets over the same period, evidences potential market expansion opportunities for Jordanian exporters.



Product overview



Production and consumption

Global consumption of household or laundry-type washing machines stood at 127.3 million units in 2018 and was estimated to be 141.4 million units in 2023 exhibiting growth of 11% between 2018 and 2023.¹ China is significantly the largest producer of household or laundry-type washing machines, with production amounting to over 91 million units in 2022.² Looking ahead, the segment is anticipated to achieve output of 155.7 million units in 2028.

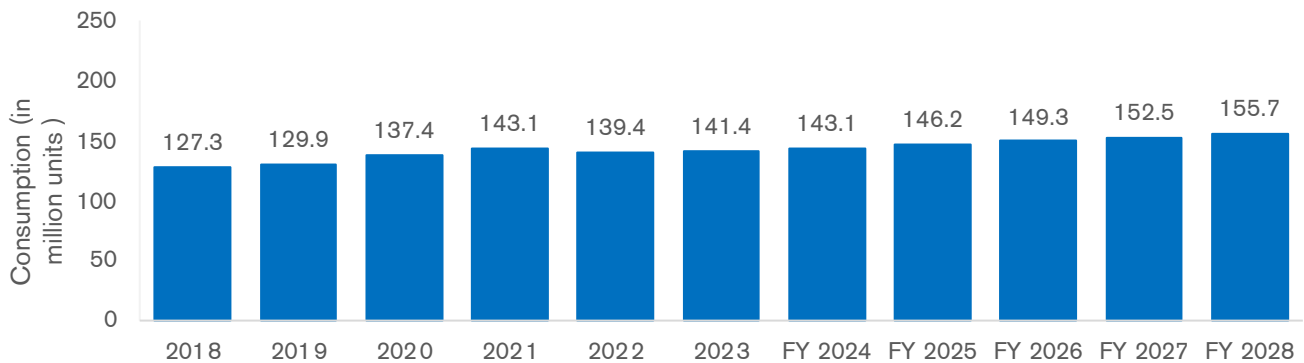


Chart 1 World household or laundry-type washing machines consumption, in million units, 2018 to 2028³

Revenues in the global household or laundry-type washing machines market were estimated at \$65.4 billion in 2023 and are projected to experience an annual growth rate of 3.91% between 2024 and 2028, reaching \$78.6 billion by 2028. Average revenue per household in the segment was \$29.7 in 2023 and is predicted to reach \$33.2 by 2028.⁴ Market growth is mainly driven by demand for energy-efficient, sustainable, and eco-friendly home appliances, increasing preferences for smart washing machines and increasing urbanisation and middle-income households in emerging economies.

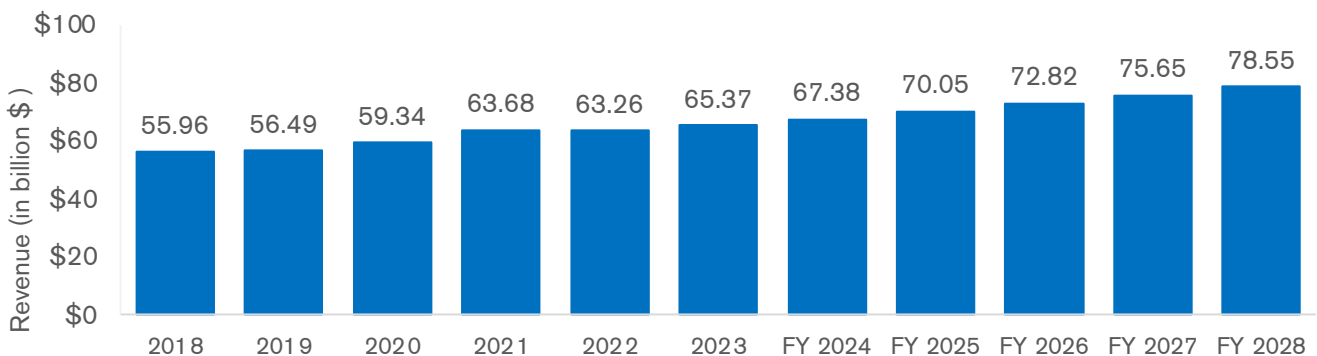


Chart 2 World household or laundry-type washing machines market value by revenue, 2023

Household or laundry-type washing machines pricing

Average global prices of household or laundry-type washing machines were estimated to have increased by 5% between 2018 and 2023, rising from \$440 to \$460 per unit in 2023. Average global unit prices are anticipated to increase to \$500 per by 2028.⁵

¹ Statista (2023) Washing machines - Worldwide [online] at:

<https://www.statista.com/outlook/cmo/household-appliances/major-appliances/washing-machines/worldwide#volume>

² Statista (2023) Industrial production volume of household washing machines in China from 2011 to 2022 [online] at:

<https://www.statista.com/statistics/408902/china-household-washing-machine-production/>

³ FY in Chart 1 and subsequently in Chart 2, refers to forecast year.

⁴ Statista (2023) Washing machines - Worldwide [online] at:

<https://www.statista.com/outlook/cmo/household-appliances/major-appliances/washing-machines/worldwide#revenue>

⁵ Statista (2023) Washing machines - Worldwide [online] at:

<https://www.statista.com/outlook/cmo/household-appliances/major-appliances/washing-machines/worldwide#price>



Exports and imports

Global exports of household or laundry-type washing machines (HS 8450) were valued at \$15.6 billion in 2022. China at \$4.96 billion dominated the global household or laundry-type washing machines export market, accounting for 32% of the category exports in 2022.⁶ Following next were Poland at \$1.7 billion, Thailand at \$1.1 billion and Turkey at \$1 billion, together accounting for 24% of the global exports in 2022. Between 2018 and 2022, the export value of household or laundry-type washing machines increased at a compound annual growth rate (CAGR) of 2.3%.⁷

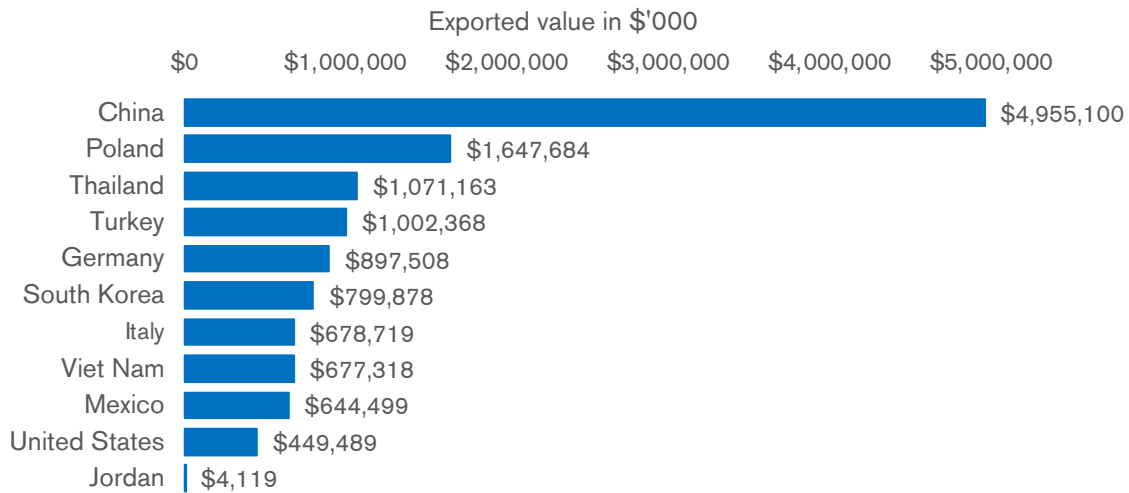


Chart 3 Top household or laundry-type washing machines, HS code 8450 exporters by value in 2022, in \$'000

The United States led the world in household or laundry-type washing machines imports by value, accounting for approximately 11%, \$1.84 billion, of global category trade.⁸ Japan at \$1.22 billion and Germany at \$943.92 million followed in the global import rankings in 2022, collectively contributing about 13% to import trade.

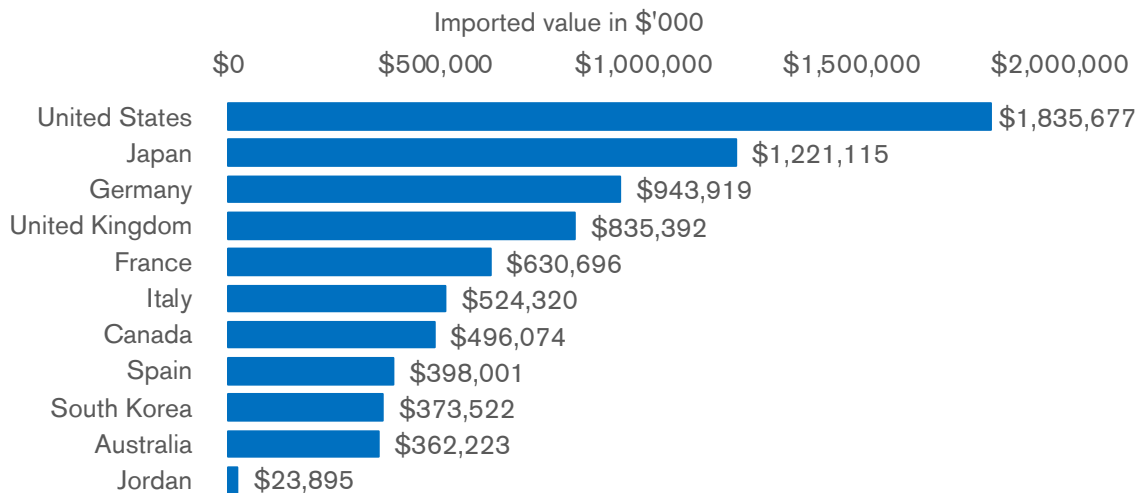


Chart 4 Top household or laundry-type washing machines, HS code 8450 importers by value in 2022, in \$'000

⁶ ITC (2022). Trade Map - List of exporters for the selected product in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...) [online] Available at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1

⁷ The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of Household or laundry-type washing machines, incl. machines which both wash and dry global exports, utilising data sourced from ITC spanning the years 2018 to 2022. This measurement gives us a yearly growth rate, ironing out any ups and downs to present a stable, year-over-year growth rate.

⁸ ITC (2022). Trade Map - List of importers for the selected product in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry.....). [online] Available at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



Market dynamics



Demand and supply trends

Changing consumer lifestyle and preferences such as minimalist living could impact demand

The growing popularity of minimalism, driven by a desire for simplicity, decluttering, and reduced consumption, is impacting consumer preferences. This trend translates to a preference for fewer possessions, including clothing, and living in compact spaces. Consequently, there's a rising demand for quality, durable household appliances that are also space-saving. This shift in lifestyle necessitates the development of space-saving appliances like compact washing machines. This could fuel increased demand for smaller, stackable, or integrated washer-dryer units. For manufacturers, this means prioritising product innovation and customisation to meet these evolving consumer needs and preferences.

Increasing demand for sustainable, eco-friendly and energy-efficient home Appliances

Consumers are increasingly seeking eco-friendly electrical goods that prioritise high energy efficiency and minimise their environmental impact over time. Governments worldwide are also implementing various sustainability initiatives to raise consumer awareness of the benefits associated with eco-friendly products. In response, key players in the market are increasingly producing energy-efficient products to reduce their carbon footprint and enable energy savings for consumers. This trend will continue to propel innovation and impact demand in the global household washing machines market.⁹

Increasing urbanisation and middle-income households in emerging economies to drive demand

Growing urban populations, rising smaller households and increasing middle-income earners in emerging economies are also contributing to the growth of the residential washing machines market. Urbanisation leads to smaller living spaces, driving demand for compact appliances. Industrial growth and urban migration create smaller households and increasingly fast and busy lifestyles. Moreover, the increasing middle-income households in emerging economies will continue to add to the growth of the washing machines market going forward. That said, the rise in single person households and moreover, the rapid pace of urbanisation are having a cascading effect. On-demand commercial laundry services, which often utilise commercial-grade laundry equipment in urban areas, are becoming increasingly popular. This trend may dampen projected demand for household washing machines over time.

Growing demand for smart washing machines to amplify product innovation and drive growth

Increasing demand for premium features, focusing on connectivity and evolving consumer needs for digital experience and convenience is driving innovation in the washing machines sector. This trend is driving the demand for smart home appliances, including washing machines. Smart washing machines powered by Artificial Intelligence (AI), offer consumers a range of benefits, including automatic control, voice-activated commands, and built-in touchscreen interfaces. This trend will continue to drive product innovation and differentiation in the washing machines market.¹⁰

⁹The Business Research Company (2024) Washing Machines Global Market Report 2024. [Online] <https://www.thebusinessresearchcompany.com/report/washing-machines-global-market-report>

¹⁰Mordor Intelligence (2024) Residential Washing Machine Market Report. [Online] at <https://www.mordorintelligence.com/industry-reports/residential-washing-machines-market>



Market concentration and product complexity

Market concentration

A Shannon Entropy value of 3.78 in 2022 for household or laundry-type washing machines, HS code 8450 – as stated in this study – indicates a less fragmented marketplace and appears to represent a small number of competitors, reflecting exports from approximately 13 competing countries.¹¹

Product complexity score

A product complexity score of 0.37 for household or laundry-type washing machines in 2022, ranking it 430 out of 1033 in the HS 4 classifications, indicates that the products are moderately complex to produce. Moderate complexity is further supported by scores at the HS6 level where only washing machines with built-in drier, capacity <10kg (HS 845012) recording complexity score of -1.01.¹²

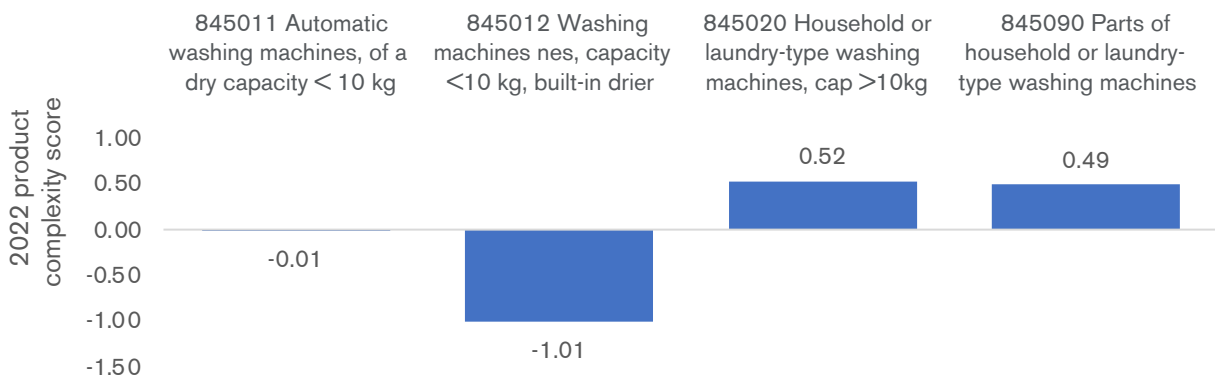


Chart 5 Household or laundry-type washing machines (HS 8450) complexity scores on the HS6 level in 2022

Regarding historical progress in the Product Complexity Index, household or laundry-type washing machine (HS 8450) scores ranged from 0.18 to 0.76 on the HS4 level. At the HS 6 level, household or laundry-type washing machines with built-in drier, capacity <10kg (HS 845012) recorded the lowest complexity scores between 2013 and 2022.¹³

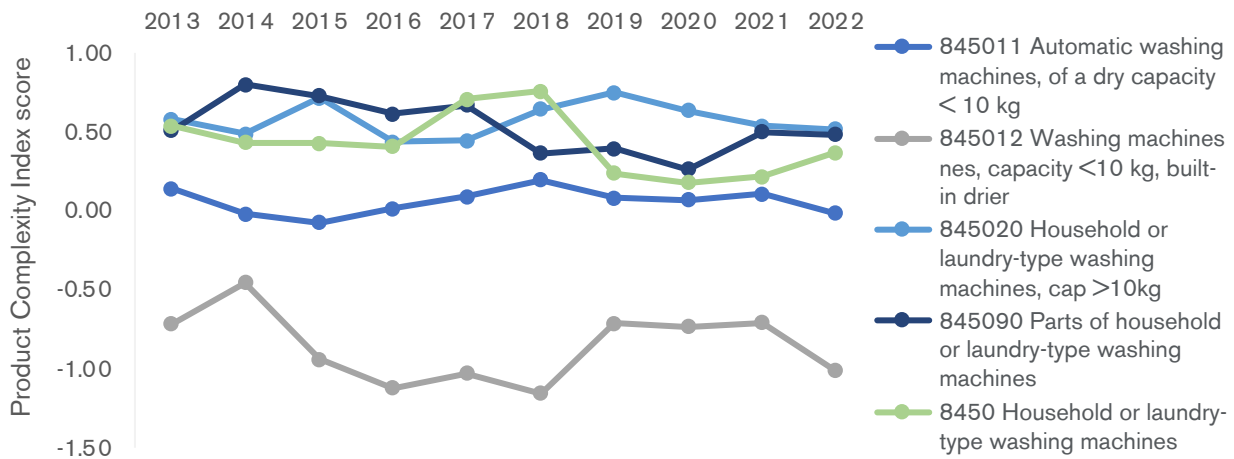


Chart 6 Household or laundry-type washing machines (HS 8450) product complexity 2013 to 2022

¹¹ OEC (2021). Household or laundry-type washing machines, incl. machines which both wash and dry.. [online] Available at: <https://oec.world/en/profile/hs/household-washing-machines>

¹² OEC (2021). Household or laundry-type washing machines, incl. machines which both wash and dry.. [online] Available at: <https://oec.world/en/rankings/pci/hs4/hs92?tab=ranking>

¹³ OEC (2021). Product Rankings, [online] Available at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

World trade statistics by household or laundry-type washing machines category on the HS6 level

Colour key
Jordan represents > 10% of 2022 world exports
Jordan represents > 1% and <5% of 2022 world exports
Jordan represents > 0% and <1% of 2022 world exports
Exports from Jordan not in evidence in 2022

HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
<u>845011</u> Fully-automatic household or laundry-type washing machines, of a dry linen capacity <= 6 kg	\$8.49 billion	\$2.62 billion China	\$807.9 million Germany	\$115,000	0.00135%
<u>845020</u> Laundry-type washing machines, of a dry linen capacity > 10 kg	\$3.94 billion	\$1.33 billion China	\$1.11 billion United States	\$151,000	0.0038%
<u>845090</u> Parts of household or laundry-type washing machines...	\$1.9 billion	\$739.85 million China	\$327.6 million United States	\$0	0%
<u>845012</u> Household or laundry-type washing machines nes, capacity <10kg	\$625.95 million	\$292.61 million Thailand	\$38.08 million Saudi Arabia	\$125,000	0.02%
<u>845019</u> Household or laundry-type washing machines nes capacity <= 6 kg	\$156.77 million	\$56.83 million Egypt	\$18.68 million Colombia	\$2.8 million	1.786%

Table 1 Household or laundry-type washing machines, export and import statistics and Jordan export market share

Household or laundry-type washing machines, HS 8450 in the context of Jordanian exports¹⁴

Jordan's overall exports of household or laundry-type washing machines experienced significant growth of 357% between 2018 and 2022, rising from \$902,000 in 2018 to \$4.1 million in 2022.¹⁵ At the product sub-category level, household or laundry-type washing machines with a dry linen capacity of up to 6 kg (HS 845019) constituted Jordan's largest export in 2022, valued at \$2.8 million.¹⁶

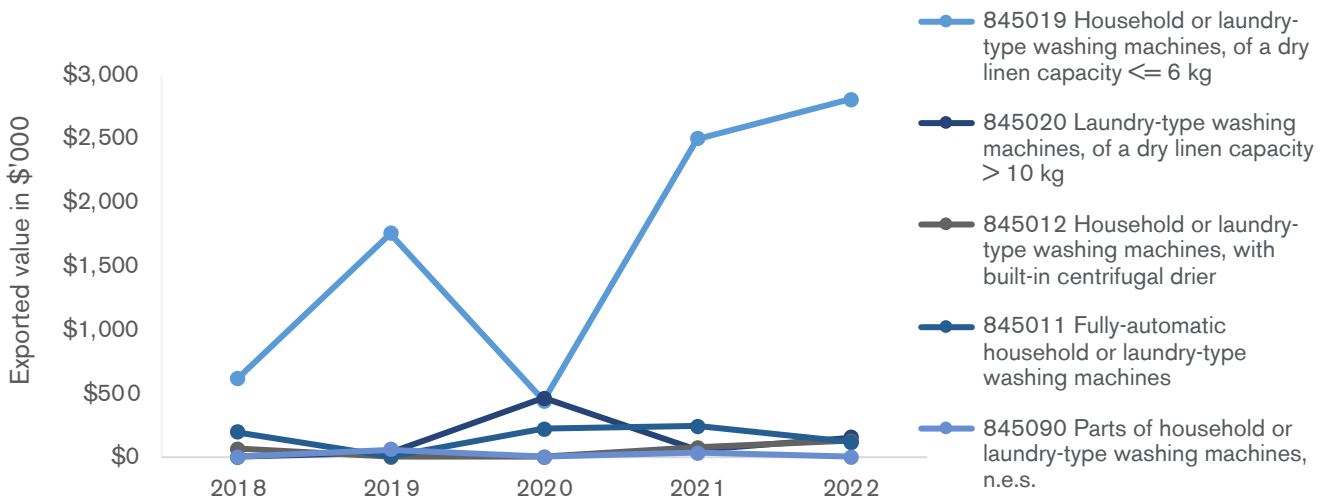


Chart 7 Jordan's household or laundry-type washing machines exports by value in 2018 to 2022, in \$'000

Lebanon emerged as the leading export market for Jordanian household or laundry-type washing machines in 2022, with shipments valued at \$1.7 million.¹⁷ Iraq with a trade value of \$817,000 and Turkey, at \$485,000, followed as Jordan's next biggest export territories. Collectively, these three markets accounted for 73% of Jordan's category exports in 2022. Despite a significant 357% increase in the Jordan's category shipments from 2018 to 2022, exports saw a sharp decline of about 57% between 2021 and 2022. This likely reflects the significant 94% drop in exports to Israel in 2022 compared to a previous year.

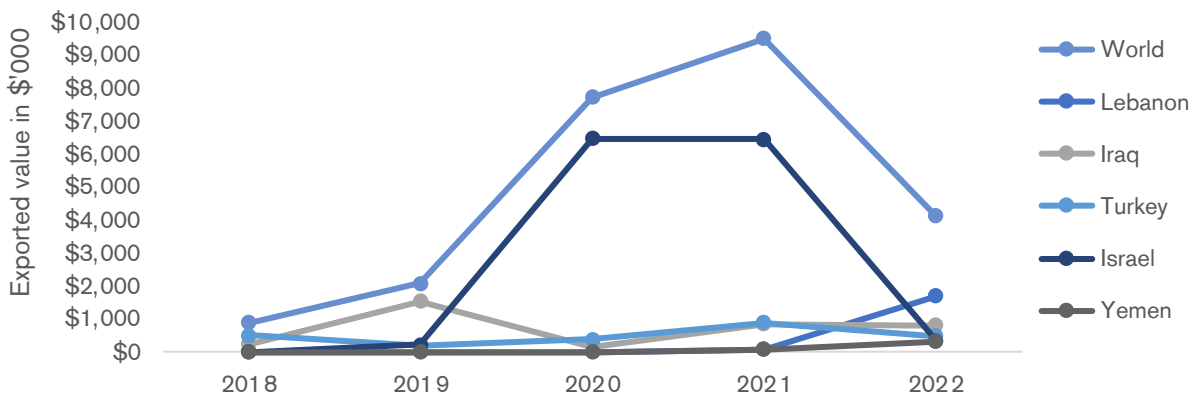


Chart 8 Top Jordanian export markets for household or laundry-type washing machines, 2018 to 2022, in \$'000

¹⁴ Where the methodology in this report has been to utilise partner country data for Jordan's trade statistics, this is not available with HS6 classifications in Table 1 and chart 7 above. Export statistics reported for Jordan are as such the ones by Jordan's Customs Department and displayed on ITC Trade Map. The sum of the export values for the HS6 level will therefore not equal the export data reported for Jordan in this section.

¹⁵ ITC (2022). Trade Map - List of products exported by Jordan (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c8450%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1

¹⁶ ITC (2022). Trade Map - List of products exported by Jordan (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at

https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c8450%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1

¹⁷ ITC (2022). Trade Map - List of importing markets for a product exported by Jordan (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1



**Priority
markets**



The United Arab Emirates

United Arab Emirates macroeconomic overview

A Gross Domestic Product (GDP) growth of 3.5% was estimated for the United Arab Emirates in 2023, following 7.4% growth in 2022. At the same time, average inflation fell to 3.1% in 2023, following a decline from its highest in the last decade of 4.8% in 2022.¹⁸ The implementation of an IMF reform is further expected to limit medium-term growth. Looking ahead, growth is forecast to slow, though support exists due to strong oil pricing and economic policies focused on foreign investment, which are intended to aid diversification strategies.¹⁹

United Arab Emirates household or laundry-type washing machine

The United Arab Emirates' consumption of household or laundry-type washing machines stood at 312,000 units in 2023 and is forecast to reach 330,000 units by 2028. Additionally, there is an expected volume growth of 1.4% in 2025. In revenue terms, the United Arab Emirates' household or laundry-type washing machines market was valued at \$125.4 million in 2023 and is projected to grow annually by 2.02% over the period 2024-2028, reaching a revenue of \$136.6 million in 2028.²⁰

United Arab Emirates household or laundry-type washing machine imports²¹

The United Arab Emirates saw a significant 71% increase in imports of household washing machines (HS 8450) between 2018 and 2022, reaching a value of \$258.78 million in 2022. Notably, China was the leading supplier between 2018 and 2022, with exports to the Emirates valued at \$130.14 million in 2022.²²

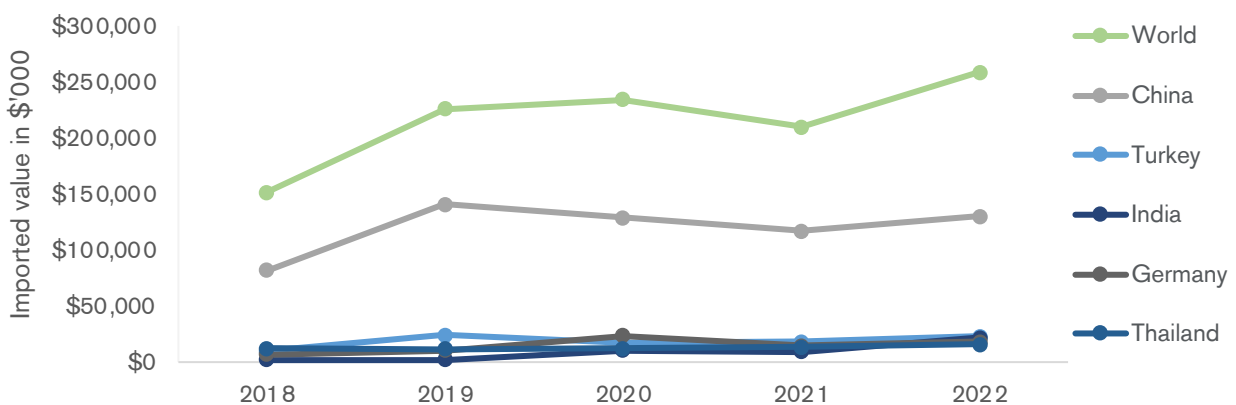


Chart 9 The United Arab Emirates household or laundry-type washing machines import, top exporters, 2018 – 2022

¹⁸ International Monetary Fund - IMF (2023) Country Data; United Arab Emirates – October 2023 [online] Link: <https://www.imf.org/en/Countries/ARE>

¹⁹ International Monetary Fund - IMF (2023): Saudi Arabia's Economy Grows as it Diversifies [online] Link: <https://www.imf.org/en/News/Articles/2023/09/28/cf-saudi-arabias-economy-grows-as-it-diversifies>

²⁰ Statista (2023) Washing machines - United Arab Emirates [online] at:

<https://www.statista.com/outlook/cmo/household-appliances/major-appliances/washing-machines/uae>

²¹ There is substantially large difference between the United Arab Emirates' imports and consumption of household or laundry-type washing machines. Given the high import value relative to consumption, a major portion of the imported washing machines are likely re-exported to other countries.

²² ITC (2022). Trade Map - List of supplying markets for a product imported by The United Arab Emirates in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c9%7c9%7c8450%7c9%7c9%7c4%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



In 2022, the average import price of household or laundry-type washing machines (HS 8450) in the United Arab Emirates was \$4,556 per ton. Prices ranged from \$3,318 to \$6,944 per ton across the top six supplying countries. Notably, Turkey consistently offered the most competitive positioning from 2018 to 2022, while Germany recorded the highest unit prices among the top supplying territories.²³

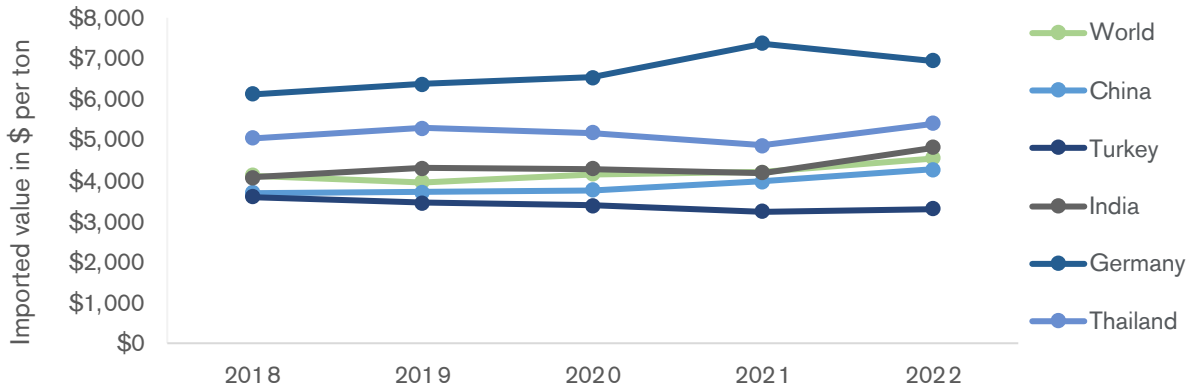


Chart 10 The United Arab Emirates household or laundry-type washing machines imports, main supplying countries, in \$ per ton

United Arab Emirates household washing machine imports from Jordan

Between 2018 and 2022, the United Arab Emirates' imports of Jordanian household or laundry-type washing machines (HS 8450) were only represented for 2018, valued at \$2,000.²⁴

United Arab Emirates trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. The United Arab Emirates and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

Industrial Partnership for Sustainable Economic Growth, 2022. Though not an agreement, this initiative has overseen deals of more than \$2 billion, and involves the UAE, Egypt, Bahrain, and Jordan. It aims to foster industrial cooperation in sectors such as agriculture, fertilisers, food, minerals, petrochemicals, pharmaceuticals and textiles.²⁵

²³ ITC (2022). Trade Map - List of supplying markets for a product imported by The United Arab Emirates in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

²⁴ ITC (2022). Trade Map - Bilateral trade between United Arab Emirates and Jordan (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c784%7c%7c400%7c%7c8450%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

²⁵ Jordan Times: Feb 26,2023 - Prime Minister opens 3rd meeting of Higher Committee of Industrial Partnership in Amman: [online] Available at: <https://jordantimes.com/news/local/pm-opens-3rd-meeting-higher-committee-industrial-partnership-amman>



United Arab Emirates PESTEL analysis

Politics

The United Arab Emirates is a federal absolute monarchy composed of seven emirates, each ruled by its own hereditary Sheikh. These Sheikhs collectively form the Federal Supreme Council, with the ruler of Abu Dhabi traditionally serving as the President of the UAE.

The UAE and Jordan maintain strong political relations characterised by mutual cooperation and support on various regional and international issues. Both countries collaborate closely within the framework of regional and international organisations to promote stability and development in the Middle East.

Economics

The United Arab Emirates benefits from a diversified economy, with the non-oil sector contributing around 70% to its GDP, recorded at \$507 billion in 2022. Key sectors include tourism, aviation, real estate, and financial services.

The Emirates is among Jordan's most significant investors. A reported \$22.5 billion in investment and financing in the 10 years to 2023, was provided by the Gulf state to the Hashemite Kingdom.

Social

The population of the United Arab Emirates was registered at 9.4 million in 2022, with expatriates making up about 90% of the total population. The official language is Arabic, and Islam is the state religion. The country is known for its high standards of living and multicultural society.

The government has made significant investments in education and healthcare, aiming to become a knowledge-based economy. In addition to a high literacy rate, the country offers comprehensive healthcare services to its residents.

Technology

The Emirates is a leader in technological innovation, with a significant focus on digital transformation, smart cities, renewable energy, and developed infrastructures. In 2023, the country was ranked 37th in the UNCTAD Frontier Technologies Readiness Index, based on research and development (R&D) and industry activity, ICT deployment, skills, and access to finance.

The UAE has also made significant advances in space, with its astronauts joining International Space Station missions and its Hope probe exploring Mars' atmosphere.

Environment

The country is committed to sustainability and environmental protection, with goals for renewable energy and green initiatives. Projects like Masdar City and the UAE Energy Strategy 2050 aim to reduce carbon emissions and promote sustainable development.

Environmental challenges include water scarcity, high energy and water consumption, and desertification. The government is actively working on water conservation, waste management, and the development of renewable energy sources.

Legal

The UAE has a well-developed legal framework that supports business operations and protects investor interests. The country has implemented various laws to enhance corporate governance, intellectual property protection, and anti-money laundering measures.

The Emirates has reformed its labour laws to improve working conditions and protect workers' rights. The introduction of the Wage Protection System (WPS) and various labour mobility initiatives are part of these efforts.



The United Arab Emirates household or laundry-type washing machine suppliers and distributors

Major suppliers:

Gorenje Gulf FZE: Gorenje Gulf FZE is a fully owned subsidiary of Gorenje Group. Gorenje Gulf FZE was established in 2006 in Jebel Ali, United Arab Emirates and represents Gorenje group's sales, after-sales, marketing and other allied activities in the Middle East market. Offers large household appliances including cookers, oven, hobs, washing machines, tumble dryers, hoods, microwave ovens, coffee machines, built-in refrigerators and more **Website:** <https://www.gorenjegulf.ae/en/>

Al Rumooz: Al Rumooz is one of the largest manufacturers, suppliers and dealers in the commercial kitchen, supermarket, bakery equipment, fabrication and laundry, including washing machines. They offer a wide range of laundry equipment from the major brands in the industry, including washers, dryers, ironers and more. **Website:** <http://www.alrumooz.com/>

Importers and Distributors:

Al Massam: Al Massam is a local trader, distributor, wholesaler, retailer, importer and re-exporter of domestic home appliances, consumer household electronics, household refrigeration and air-conditioners, commercial air-conditioners, commercial and professional kitchen, restaurant, hotel and catering equipment.

Website: <https://www.almassam.com/about>

Bin Aweidha General Trading Company LLC (BAE): Bin Aweidha General Trading is the sole distributor of White Westinghouse and and Emelcold in the United Arab Emirates. **Website:** <https://www.bae.ae/>

Dhalumal International Trading LLC: An importer, exporter and distributor of electronic goods. Brands include Panasonic, Hitachi, Samsung, LG, Moulinex, Braun, Philips, Sharp, Wahl and Tefal.

Website: <https://dhalumal.com/electronics/>

Homewide: Established in 1970s, Homewide is the flagship retail store and trading arm at the Mohamed Hareb Al Otaiba Group. Homewide offers an extensive range of home appliances including built-in and free-standing refrigerators, washing machines, dishwashers, cookers, and small appliances such as food processors, mixers, blenders, coffee machines and toasters. Brands featured include Bosch and Beko.

Website: <https://www.homewideuae.com/en>

Natronic Laundry Equipment: Founded in 1995, Natronic is a major UAE-based company specialising in the supply of laundry and dry-cleaning equipment throughout the GCC region. **Website:** <https://natronic.ae/>

Exhibitions and trade fairs in the United Arab Emirates²⁶

Dates	Exhibition name	City	Country	Website
TBC, 2025	Vibrant India Abu Dhabi 2025	Dubai	United Arab Emirates	https://www.adhec.ae/en/eventlisting/2024-vibrant-india
TBC 2025	Appliance & Electronics Show 2025	Dubai	United Arab Emirates	https://www.aesmexpo.com/en

²⁶ TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



Iraq

Iraq macroeconomic overview

Gross Domestic Product (GDP) growth for Iraq fell to 2.7% in 2023, from a 7% rise registered in 2022, and inflation rate climbed upward from 5% in 2022 to 5.3% in 2023.²⁷ Growth in 2023 was attributed to lower oil production, following the closure of the Iraq-Turkey pipeline. In 2024, GDP is anticipated to moderate to 2.9% but factors such as vulnerability to oil shocks, inflationary pressures, heightened climate change impacts and further commodity price volatility pose significant risks to growth sustainability over the medium term.²⁸

Iraq household or laundry-type washing machine consumption

Iraq's consumption of household or laundry-type washing machines in 2023 was estimated at 1 million units and is forecast to be 1.2 million units in 2028. In revenue terms, Iraq's household or laundry-type washing machines market was valued at \$410 million in 2023 and is projected to grow annually by 4.97 % over the period 2024-2028, reaching a revenue of \$510 million in 2028.²⁹



Iraq household or laundry-type washing machine imports

Iraq's imports of household or laundry-type washing machines (HS 8450) grew by 133%, from \$80.7 million in 2018 to \$188.4 million in 2022. However, imports in 2022 declined by 30% compared to the peak value of \$269.4 million observed in 2020. The United Arab Emirates at \$76 million and China at \$63.8 million were the leading suppliers in 2022, collectively accounting for 74% of Iraq's household or laundry-type washing machine imports.³⁰

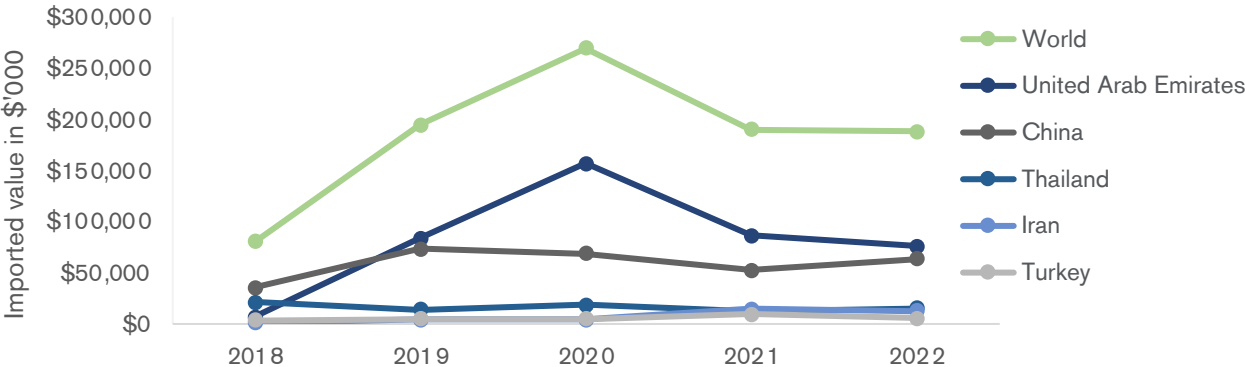


Chart 11 Iraq household or laundry-type washing machines import values, top exporters, 2018-2022

²⁷ International Monetary Fund - IMF (2023) Country Data: IMF Data Mapper – October 2023 [online] Link: <https://www.imf.org/en/Countries/IRQ>

²⁸ The World Bank (2023) Without Reforms, Iraq's Oil Boom Could Turn to Bust – July 2023 [online] Link: <https://www.worldbank.org/en/news/press-release/2023/07/31/without-reforms-iraq-s-oil-boom-could-turn-to-bust>

²⁹ Statista (2023) Washing machines – Iraq [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/washing-machines/iraq>

³⁰ ITC (2022). Trade Map - List of supplying markets for a product imported by Iraq in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c368%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c2%7c1%7c1%7c1



Average import prices of Iraq's household or laundry-type washing machines imports were valued at \$1,424 per ton in 2022 and ranged from \$2,533 per ton to \$6,429 per ton across the top five supplying countries. Concerning the top five supplying countries, import from Iran were the most competitively priced in 2022, while the United Arab Emirates maintained the highest import values in \$ per ton since 2019. High import prices from the United Arab Emirates could likely be attributed to margins from the country's category re-export.³¹

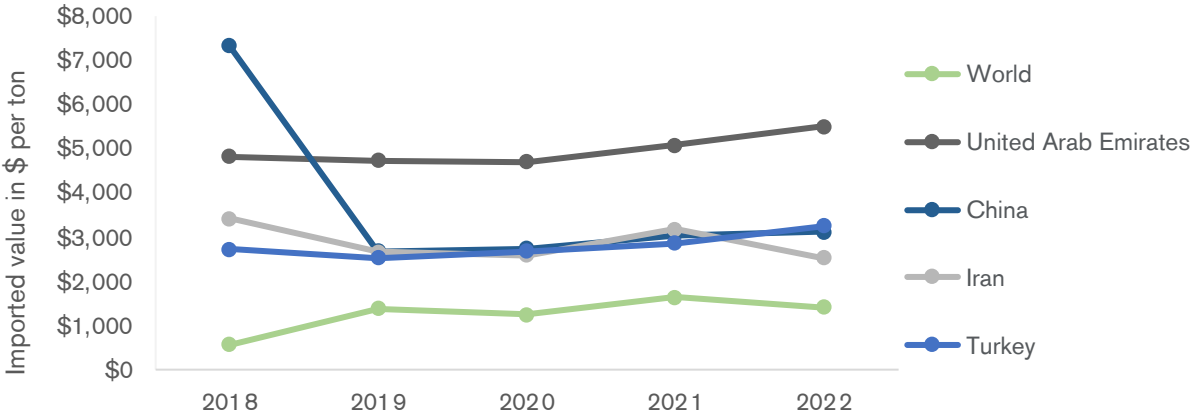


Chart 12 Iraq household or laundry-type washing machines imports from main supplying countries, \$ per ton³²

Iraq household or laundry-type washing machine imports from Jordan

Between 2018 and 2022, Iraq's imports of Jordanian household or laundry-type washing machines (HS 8450) reached a peak at \$1.5 million in 2019 but fell sharply afterwards, by 90%, to \$157,000 during the pandemic in 2020. In 2022, imports of Jordanian household or laundry-type washing machines were valued at \$817,000, representing a significant regrowth of 420%.³³

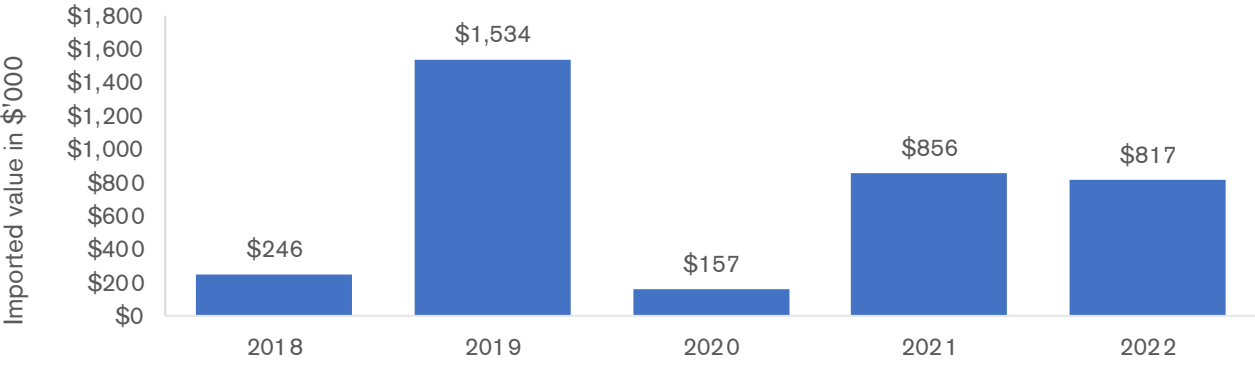


Chart 13 Iraq's household or laundry-type washing machines imports from Jordan, in \$'000

Iraq trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. Iraq and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

³¹ ITC (2022). Trade Map - List of supplying markets for a product imported by Iraq in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c368%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c2%7c3%7c1%7c1

³² Import prices (in \$ per ton) for Thailand—one of the top supplying countries, are not shown as data exhibit outlier values compared to the top supplying countries. see preceding footnote

³³ ITC (2022). Trade Map - Bilateral trade between Iraq and Jordan (Household or laundry-type washing machines, incl. machines which both wash and dry.). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c368%7c%7c%7c%7c8450%7c%7c%7c4%7c1%7c2%7c1%7c2%7c1%7c2%7c1%7c1%7c1



Iraq PESTEL analysis

Politics

Iraq is a federal parliamentary republic. The central government, based in Baghdad, coexists with the autonomous Kurdish Regional Government (KRG) in the north. Iraq's political system is characterised by a power-sharing arrangement among various ethnic and religious groups, including Shia, Sunni, and Kurdish factions. Iraq and Jordan maintain strong political relations, marked by collaboration on regional and international matters. They cooperate closely on economic, security, and diplomatic fronts, aiming to foster mutual interests and peace in the region.

Economics

Iraq's economy is centred on oil exports, which constitute about 42% of GDP, 85% of the Government budget, and 99% of exports. The country has one of the largest proven oil reserves in the world, making it key in the global oil market. The country has been making efforts to attract foreign investment and promote economic reforms to foster a more diverse economy.

Iraq and Jordan have a developing trade relationship, with Jordan acting as a key trade gateway for Iraq. In February 2023, a memorandum of understanding (MoU) was signed between Jordan and Iraq, founded on cooperation, information exchange, and trade facilitation between the two nations.

Social

Iraq has a population of approximately 44.5 million people, with a rich cultural heritage and diverse ethnic and religious communities, including Arabs, Kurds, Turkmen and Assyrians. The official language is Arabic, with Kurdish also recognised in the Kurdistan region. The country has a young population, with a significant proportion under the age of 25, which presents both opportunities and challenges in the labour market.

Technology

Iraq is developing its technological and digital infrastructures. The government has been focusing on rebuilding and modernising the telecommunications and information technology sectors as part of its broader economic development plans. There is potential for growth in technology and innovation, particularly with investments in education and skills development in the IT sector.

Environment

Iraq faces environmental challenges, including water scarcity, pollution and the effects of climate change. The country is prone to droughts, which have exacerbated water shortages and affected agriculture. Oil production has led to environmental degradation, including air and water pollution. The government has been working on environmental policies and initiatives to address these issues, such as improving water management and investing in renewable energy sources. Environmental sustainability is becoming increasingly important as Iraq seeks to balance economic development with ecological protection.

Legal

Iraq's legal system is based on civil law, with significant influences from Islamic law. The country has been making efforts to reform its legal and regulatory framework to attract foreign investment and support economic development. Key areas of focus include strengthening property rights and improving contract enforcement.



Iraq household or laundry-type washing machines suppliers and distributors

Domestic Producers:

Al Sadeq Group: Al Sadeq Group owns the General Company for Light Industries, which covers many home appliances such as vertical refrigerators, vertical freezers, horizontal freezers, refrigerators, washing machines, cookers, air conditioners, heaters, kerosene heaters, electric heaters, air coolers.

Website: <https://alsadeq-group.com/production/>

Western Breeze Company: Western Breeze Company is a subsidiary company of Bahrani Group. The firm is an original equipment manufacturer (OEM) of the “Western” brand. It is furthermore a distributor of home appliances, and air-conditioning systems. **Website:** <https://bahranigroup.com/our-companies/>.

Importers and Distributors:

Almanzil Electronics Group: Almanzil Electronics Group is an Iraqi distributor of electronics and home appliances since 1992. It supplies air conditioners, refrigerators, freezers, washing machines, cookers, fans, vacuum cleaners, water dispensers, heaters amongst its product portfolio.

Website: <https://www.almanzil.net/en>

Khoshnaw Company: Khoshnaw Company is an exclusive distributor of major brands in the home appliances, air conditioners and electronics segments including washing machines. Manufacturers represented include LG, Whirlpool and Carrier. **Website:** <https://khoshnawcompany.com/brands>

Qaiwan Electronics Founded in 1997, Qaiwan Electronics, the electronics division of the Qaiwan Group, distributes home appliances including washing machines. Major brands include Hitachi and Hisense.

Website: <https://www.qaiwangroup.com/retail>

Exhibitions and trade fairs in Iraq

Dates	Exhibition name	City	Country	Website
TBC 2025 ³⁴	ME IDEAL HOUSE IRAQ	Erbil	Iraq	https://erbilidealhouse.com/

³⁴ TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



United States of America

United States macroeconomic overview

Real Gross Domestic Product (GDP) growth of the United States was estimated to remained unchanged from 2022 at 2.1% in 2023, after falling from its highest growth of 5.9% in 2021 since the beginning of the century. Inflation decreased from 8% in 2022 to 4.1% in 2023.³⁵ The stable growth is likely driven by the impact of key fiscal measures implemented by the US Federal Reserve in the first half of 2023 including raising interest rates to restore price stability and to bring balance to the labour market. Looking ahead, consumption and investments are projected to level out in the medium to long-run.³⁶



United States household or laundry-type washing machine consumption

In 2023, the United States' consumption of household or laundry-type washing machines was estimated at 13.3 million units and is forecast to be 13.5 million units in 2028. In revenue terms, the United States' household or laundry-type washing machines market amounted to \$6.7 billion in 2023 and is projected to grow annually by 2.4% between 2024 and 2028, reaching a revenue of \$7.5 billion.³⁷

United States household or laundry-type washing machine imports

In 2022, the United States' household or laundry-type washing machines (HS 8450) imports were valued at \$1.84 billion, representing growth of 30% between 2018 and 2022. South Korea was the largest supplier with category exports valued at \$483.9 million in 2022. Following next were China at \$409.3 million and Mexico at \$372.2 million.³⁸

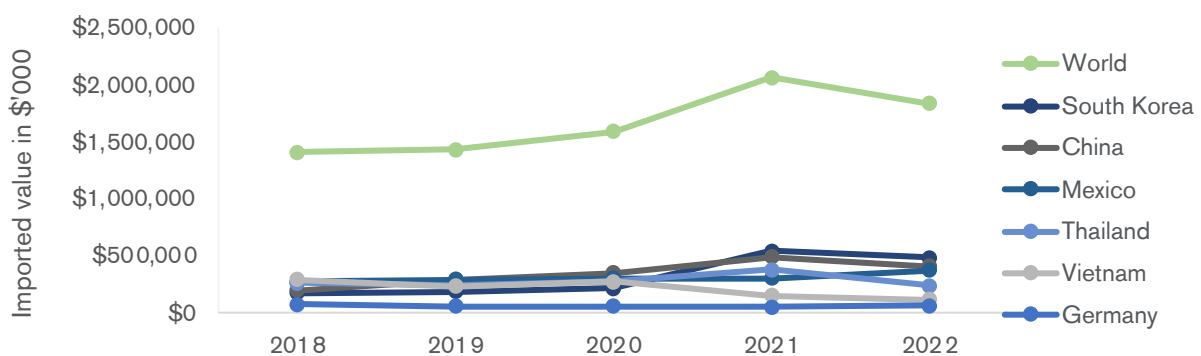


Chart 14 The United States household or laundry-type washing machines import values, top exporters, 2018 to 2022

³⁵ International monetary Fund – IMF (2023) United States: IMF Country Data – October 2023[online] Available at: <https://www.imf.org/en/Countries/USA>

³⁶ International monetary Fund – IMF (2023) Bringing the US Economy Back into Balance [online] Available at <https://www.imf.org/en/News/Articles/2023/02/15/cf-usa-bringing-the-us-economy-back-into-balance>

³⁷ Statista (2023) Washing machines – United States. [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/washing-machines/usa>

³⁸ ITC (2022). Trade Map - List of supplying markets for a product imported by The United States of America in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c8450%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



Between 2018 and 2022, average import prices in \$ per ton for the United States' household or laundry-type washing machines imports were not comprehensively represented.³⁹

United States household or laundry-type washing machines imports from Jordan

Available data shows no trade in household or laundry-type washing machines between the United States and Jordan from 2018 to 2022.⁴⁰

United States trade agreements with Jordan

United States-Jordan Free Trade Agreement. This agreement entered into force on December 17, 2001, and was fully implemented on January 1, 2010. Under this FTA, products can enter the United States duty-free if manufactured in Jordan.⁴¹

Qualifying Industrial Zones (QIZs). The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.⁴²

³⁹ ITC (2022). Trade Map - List of supplying markets for a product imported by The United States of America in 2022 (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c8450%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

⁴⁰ ITC (2022). Trade Map - Bilateral trade between United States of America and Jordan (Household or laundry-type washing machines, incl. machines which both wash and dry...). [online] Available at:

https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c8450%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

⁴¹ Office of the United States Trade Representative - Jordan Free Trade Agreement. [online] Available at: ⁴¹

⁴² <https://ustr.gov/trade-agreements/free-trade-agreements/jordan-fta>



United States of America PESTEL analysis

Politics

The United States is a federal republic with a presidential system of government. It consists of 50 states, each with its own government, and a federal government that oversees the entire country. The President serves as both the head of state and government, and there is a bicameral Congress composed of the Senate and the House of Representatives.

The United States and Jordan maintain strong political relations, characterised by mutual cooperation on regional and global issues. Both nations work closely together within the framework of regional and international organisations to foster peace, stability, and development in the Middle East.

Economics

The United States has the world's largest economy, with a nominal GDP of approximately 25.4 trillion in 2022. It is defined by a diverse and advanced economy, with key sectors including technology, healthcare, finance, manufacturing, and energy. The US economy is driven by strong consumer spending, innovation, and a robust financial system.

The United States is a significant trading partner with Jordan. A key factor in the relationship between both countries is the United States-Jordan Free Trade Agreement (FTA), entered on 17 December 2001 and removing duties starting 1 January 2010. The total trade in goods and services between the two countries reached \$6.3 billion in 2022, with Jordan's exports to the United States amounting to around \$3.9 billion. In addition to direct investment, the United States provides development aid to Jordan, focusing on economic reform, governance, education, and infrastructure development.

Social

The United States has a population of around 333 million people, with a diverse cultural and ethnic composition. English is the primary language, and the country practices a variety of religions, reflecting its multicultural society. The US is known for its high standard of living, social mobility, and a significant emphasis on individual rights and freedoms.

The United States has a strong educational system, with world-renowned universities and research institutions. The literacy rate is high, and there is a strong focus on higher education and research. The healthcare system, while advanced, faces challenges with access and affordability. Health insurance is often provided through private companies, and there are ongoing debates about healthcare reform.

Technology

The US is a leader in technological innovation and research and development (R&D). It is home to many of the world's leading tech companies and has a strong culture of entrepreneurship and innovation. The government and private sector invest heavily in R&D in areas including biotechnology, information technology, and renewable energy.

The United States boasts advanced digital infrastructure with widespread internet access and high penetration of mobile and broadband services. The country is at the forefront of developing technologies such as 5G, artificial intelligence, electric vehicles, and cybersecurity. There is a strong emphasis on digital transformation and the integration of technology across all sectors of the economy.

Environment

The United States is committed to environmental sustainability by setting ambitious goals for reducing greenhouse gas emissions and promoting renewable energy. Key initiatives include investments in clean energy, energy efficiency, and conservation programmes.

The US faces several environmental challenges, including climate change, pollution, and natural resource management. The federal and state governments work on policies to address these issues, such as reducing emissions, improving air and water quality, and conserving natural habitats. However, there is political debate over environmental regulations and their economic impact.



Legal

The United States has a comprehensive legal framework that supports business operations, protects intellectual property, and ensures compliance with regulations. Laws and regulations cover areas such as antitrust, labour, environmental protection, and consumer rights. The legal system provides a fair and transparent environment for businesses and investors.

US labor laws aim to protect workers' rights and ensure fair treatment in the workplace. Key regulations include minimum wage laws, workplace safety standards, and anti-discrimination laws. The labour market is flexible, with significant mobility and opportunities for workers. There are also ongoing discussions about improving workers' rights and benefits, particularly in sectors such as the gig economy.

United States household or laundry-type washing machine suppliers and distributors

Domestic Producers:

Whirlpool Corporation: Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances headquartered in Benton Charter Township, Michigan, United States. They offer a wide range of laundry equipment including washing machines and dryers. **Website:** <https://www.whirlpoolcorp.com/>

General Electric (GE) Appliances: An American home appliance manufacturer based in Louisville, Kentucky. It has been majority owned by Chinese multinational home appliances company Haier since 2016. It is one of the largest appliance companies in the United States and manufactures home appliances including, laundry machines, washers, and more. Brands include GE, GE Profile, Café, Monogram, Haier and Hotpoint.

Website: <https://www.geappliances.com/>

Maytag Corporation: Maytag Corporation was founded in 1893 and it is headquartered in the United States. The company was acquired by Whirlpool on August 22, 2005. Maytag Corporation is a home and commercial brand that engages in the manufacturing and supply of home appliances including refrigerators, wall ovens, washing machines, dryers, cooktops, central heating and cooling products.

Website: <https://www.maytag.com/>

Importers and Distributors:

Alliance Laundry Systems.: A distributor of laundry parts and supplies from major brands such as LG, Samsung, and more. **Website:** <https://parts.alliancelaundry.com/>

Central Laundry Equipment: Central Laundry Equipment, Inc. offers top of the line UniMac laundry and American Dish Service equipment, as well as a full line of laundry. Central Laundry Equipment, Inc is an authorised distributor of major brands such as MAYTAG and Huebsch.

Website: <https://centrallaundryequipment.com>

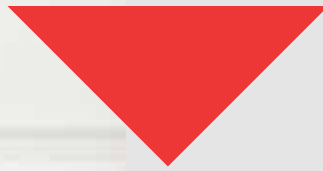
US Appliance: US Appliance offers major home appliances and electronics available for nationwide delivery. Products include, refrigerators, washers, dryers, dishwashers and more.

Website: <https://www.us-appliance.com/>

Exhibitions and trade fairs in the United States⁴³

Dates	Exhibition name	City	Country	Website
5 to 7 September 2024	CEDIA Expo 2024	Denver	United States	https://cediaexpo.com/
7 to 10 January 2025	International CES 2025	Las Vegas	United States	https://www.ces.tech/
TBC, 2025	National Hardware Show 2025	Las Vegas	United States	https://www.nationalhardwareshow.com/
TBC, 2025	Fastener Fair USA	Cleveland	United States	https://www.fastenerfairusa.com/

⁴³ TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



Recommendations




Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: the United Arab Emirates, Iraq and the United States.

Across all the three territories, import trade saw significant growth between 2018 and 2022. Imports of household washing machines grew by 71% for the United Arab Emirates, 133% for Iraq and 30% for the United States between 2018 and 2022. Growth, however, contracted by 30% for Iraq in 2022 compared to 2020 while the United Arab Emirates and the United States saw a moderate growth of 10% and 16%, respectively, for the same period.

For Jordanian household or laundry-type washing machines, imports across the priority markets were only represented for Iraq from 2018 through to 2022, with trade for the United Arab Emirates valued only in the year 2018 at just \$2,000 while the United States posted no evidence of trade with Jordan since 2018. Imports of Jordanian household or laundry-type washing machines to Iraq in 2022 grew by 232% between 2018 and 2022, 420% compared to 2020.

Expanding trade opportunities for Jordan's household or laundry-type washing machines, broadly offers significant potential across the three priority markets, however, resulting from the rising demand for energy-efficient, sustainable and eco-friendly home appliances, increasing preferences for smart washing machines, and growth in urbanisation and rising disposal incomes.



**Reference
information**



Priority markets tariff and non-tariff barriers⁴⁴

The United Arab Emirates

Tariffs

For HS 845019—Household or laundry-type washing machines nes of a dry linen capacity \leq 6 kg, a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 5%

The United Arab Emirates does not apply any trade remedy on HS 845019.

General requirements

Imports into the United Arab Emirates (UAE) are regulated by the respective competency Ministries according to their safety on the general public. The Emirates Authority for Standardization and Metrology (ESMA), an agency under the Ministry of Industry and Advanced Technology (MoIAT) is responsible for developing and executing technical regulations and standards for products and services in the United Arab Emirates (UAE). ESMA issues conformity certificates such as the Emirates Quality Mark (EQM) for products in UAE. To import goods into the UAE, companies must have the correct trade license from the Department of Economic Development (DED) from the respective emirate. Foreign companies can either set up office in the UAE or appoint a UAE national as sponsor, agent, or distributor to do business in the UAE “mainland” (that is, not in the free zones). Companies that set up in a Free Trade Zone (FTZ) can also use their trade license to import goods into that FTZ.

Except for food products, all shipments of goods to the UAE require “legalization” of documents.

Broadly, regulations on imports include the following requirements:

- Registration certificate and trade license issued by the Department of Economic Development
- Commercial invoice from the exporting company addressed to the importer with details about quantity, goods description, and total value of each imported item.
- Certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin.
- Detailed packing list including weight, method of packing, and HS code for each item.
- Import permit from the competent agencies in case of importing restricted goods or duty exempted goods.
- Bill of entry or airway bill.
- Emirates Quality Mark (EQM) certificate issued by ESMA: Importers, manufacturers, and distributors must obtain an EQM for specific products before selling them in the UAE.

⁴⁴ In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 845019, where Jordan's major exports are classified.

**Additional detail**

Further detail on the United Arab Emirates' imports requirements for household or laundry-type washing machines (HS 8450) can be found in the following references:

Department of Economic Development- Abu Dhabi

Link.

<https://www.tamm.abudhabi/en/life-events/business/industrial-commercial-trade/Import%20&%20Export>

Ministry of industry and Advanced Technology (MoIAT)

Link. <https://moiat.gov.ae/en/services?cat=Conformity+Services>

Federal Customs Authority

Link. <https://uaecustoms.ae/Home.aspx?ReturnUrl=%2f>

International Trade Administration – United Arab Emirates country commercial guide

Link.

<https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>

ITC market access map

Link. <https://www.macmap.org/>



Iraq

Tariffs

For HS 845019—Household or laundry-type washing machines nes, of a dry linen capacity \leq 6 kg, a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties.

Iraq does not apply any trade remedy on HS 845019.

General requirements

Iraq has two laws dealing with customs. The first is Law No. 23 of 1984 (Customs Law), which outlines tariffs, procedures, and customs administration. The second is Law No. 22 of 2010 (Customs Duty Law), which contains the schedules of names and the specifications of goods for which customs duties are imposed. In Iraq, the Customs Authority is under the oversight of the Ministry of Finance (MoF). However, requests for import permits and Customs and Tax exemptions are processed and channelled through the Ministry of Foreign Affairs (MoFA). The Ministry of Interior (MoI) plays a coordination and monitoring role in supporting Customs Authorities' control over entry points. The following customs documents are required for imports under the Iraqi Law of Customs No. 23 (1984)

Broadly, requirement on the import of non-food items includes:

- Import permit issued by the Ministry of Foreign Affairs (MoFA). Required documents for requesting import permit and customs exemption for general food and non-food items include:
 - Official request letter
 - Packing list (translated to Arabic and authenticated by Chamber of Commerce / MoFA at the country of origin)
 - Commercial Invoice (Translated to Arabic and authenticated by Chamber of Commerce / MoFA at the country of origin)
 - Certificate of origin
 - Air or sea shipping invoice.

Additional detail

Further detail on Iraq's import requirements for household or laundry-type washing machines (HS 8450) can be found in the following references:

Customs Authority

Link. <https://www.customs.mof.gov.iq/en/node/71>

International Trade Administration – Iraq country commercial guide

Link. <https://www.trade.gov/country-commercial-guides/iraq-import-requirements-and-documentation-0>

ITC market access map

Link. <https://www.macmap.org/>



United States of America

Tariffs

For HS 845019—Household or laundry-type washing machines nes, of a dry linen capacity ≤ 6 kg, a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 1.80%

The United States does not apply any trade remedy on HS 845019.

General requirements

The U.S. Customs and Border Protection (CBP) develops and implements the regulations on imports requirements in consultation with the Environmental Protection Agency (EPA). The Customs and Border Protection (CBP) requires multiple documents when importing electronics to the United States. Imports of electronics into the USA must comply with the regulations set by the Federal Communications Commission (FCC) including non-interference with radio communications and compliance with electromagnetic compatibility requirements (outlined under FCC Part 15) In addition, importers must present to customs a certificate or declaration of conformity issued by the Federal Communication Commission for clearance.

Broadly, regulations on imports include the following requirements:

- Importers certification: a certification must be signed and filed electronically or in writing to the CBP by the importer or an authorised agent of the importer, and must also include the certifier's name, email address, and telephone number
- Declaration of conformity: issued by the Federal Communications Commission (FCC) and requires an application and submission of Supplier's Declaration of Conformity (SDoC)

Additional detail

Further detail on the United States' imports requirements for household or laundry-type washing machines (HS 8450) can be found in the following references:

The US Customs and Border Protection

Link. <https://www.cbp.gov/trade/basic-import-export/importer-exporter-tips>

Federal Communication Commission

Link. <https://apps.fcc.gov/eas/comments/GetPublishedDocument.html?id=259&tn=762909>

ITC market access map

Link. <https://www.macmap.org/>



Methodology

The study employs desktop research and concentrates on the underlying product, its capacity, supply, demand globally and in particular priority markets. In addition, the study covers export and import statistics, trade barriers and import requirements. The objective is to give insight on merchandise trade dynamics in the Jordanian context.

Priority Markets Selection Criteria

The selection of priority markets is based on a comprehensive set of criteria:

- **Annual Imported Quantities:** Evaluating the volume of imports to gauge market size.
- **Growth Rate in Quantities:** Assessing the rate of growth to identify expanding markets.
- **Market Concentration:** Analyzing the distribution of market share among competitors.
- **Export Potential:** Determining the potential for export between Jordan and the target market.
- **Tariff and Non-Tariff Barriers:** Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

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