

MDA: Latin America, the Middle East and Asian emerging markets ensure robust growth

January – May 2026 · year-on-year

 **+3.5%**
Growth
Global market
(except China)



+0.1%
Growth
Global market
in total



Source: NIQ Market Intelligence Sales Tracking, global excluding North America · Period: Jan – May 2026 YoY · Product category: Major Domestic Appliances (MDA), sales value in local currencies