

Food Preparation Appliances in India

Market Direction | 2022-12-15 | 36 pages | Euromonitor

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Report description:

Food preparation appliances saw two years of volume decline during the worst of the COVID-19 pandemic, in 2020 and 2021. Although the beginning of 2022 saw a surge in infections, the impact of these infections was lower compared with 2021, with a lower rate of hospitalisation. With higher vaccination rollout, especially booster doses, consumers gained confidence in the economy and spending. As a result, food preparation appliances is set to return to volume growth in 2022, although sales are exp...

Euromonitor International's Food Preparation Appliances in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Better performance than during the worst pandemic years

Saving time and efficiency remain key selling points

Bajaj Electricals maintains its leading position and extends its share

PROSPECTS AND OPPORTUNITIES

Strong growth expected in the forecast period, especially for quieter blenders

Health and convenience will be important drivers of growth

E-commerce to benefit as the category is comparatively mature

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