

## **Food Preparation Appliances in Romania**

Market Direction | 2022-12-14 | 38 pages | Euromonitor

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### **Report description:**

2022 is set to see food preparation appliances record another positive sales performance. This is largely due to prevailing trend of home cooking. While the growth in volume sales is not expected to be as high as in 2020 and 2021 when lockdown measures were in place, many households remain interested in investing in upgrading their food preparation appliances due to the stronger focus on preparing meals from scratch at home using fresh ingredients. Many households want to replace their food prep...

Euromonitor International's Food Preparation Appliances in Romania 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Positive sales growth as consumers continue to enjoy home cooking

A greater focus on premium brands as consumers prioritise quality and functionality

Greater focus on health and wellness spurs demand for juice extractors

#### PROSPECTS AND OPPORTUNITIES

Growth rates set to slow down as consumers return to consumer foodservice

Competition set to be seen among various food preparation appliances categories

E-commerce sales to continue rising as consumers seek value and convenience

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