

## **Food Preparation Appliances in Sweden**

Market Direction | 2022-12-14 | 35 pages | Euromonitor

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### **Report description:**

After strong growth in 2021 food preparation appliances saw an incredible drop in sales in retail volume terms in 2022. This was in part due to a shift in household spending priorities as life returned to relative normality and consumers found themselves with less time to spend in the kitchen. Instead, consumers increased their spending on experiences, foodservice and travel to the detriment of food preparation appliances. The COVID-19 pandemic also elevated demand for food preparation appliance...

Euromonitor International's Food Preparation Appliances in Sweden 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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Sizeable drop in demand for food preparation appliances as the market conditions prove unfavourable to sales in 2022

Despite heavy losses these products retain some appeal among hobby chefs

Design important in countertop mixers

#### PROSPECTS AND OPPORTUNITIES

Economic pressures likely to limit growth opportunities

A return to busier lifestyles will leave less time for cooking and baking

Multifunctionality set to be a key selling point as consumers look to save money and space

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