

Large Cooking Appliances in Hungary

Market Direction | 2022-12-13 | 41 pages | Euromonitor

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Report description:

Built-in large cooking appliances is poised to record markedly stronger growth in volume terms than the freestanding category in 2022. Despite the cooling of the Hungarian housing market amidst rising interest rates and increased economic uncertainty, the supply of new homes and second-hand residential property transactions have remained relatively high. This has bolstered demand for built-in products, which are included in many new housing developments as standard and commonly chosen by those w...

Euromonitor International's Large Cooking Appliances in Hungary 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

Why buy this report?

- * Get a detailed picture of the Large Cooking 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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reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Hungarians increasingly prefer built-in large cooking appliances
Price promotions encourage trading up in ovens and built-in hobs
Freestanding cooker hoods and cookers are the worst performers

PROSPECTS AND OPPORTUNITIES

Overall volume sales of large cooking appliances expected to decline consistently
Built-in cooker hoods set to be the best performing category
Penetration of connected models likely to increase in ovens and built-in hobs

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