

France Cookware Market-Growth,Trends,Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

Covid-19 pandemic-induced lockdown, everyone turned to cook and parading their masterpieces on social and digital platforms, resulting in a lot of free time or restaurants closing, which benefited the cookware sector by increasing the number of people buying cookware online.

The market for cookware is growing at a significant pace. Cookware includes pans, pots, wok turners, whisks, spoons, and soup ladles used for cooking in household and commercial kitchens. These high-quality products are often expensive, and cookware can be rather luxurious. However, a rise in disposable incomes and changing lifestyles of consumers are factors likely to drive the market over the forecast period

The growing popularity of modular kitchens, as well as rising living standards, are driving demand for cookware. The replacement of old cookware with new items is on the rise, which is another factor fuelling the growth of the market. According to the International Housewares Association (IHA), 90% of the consumers will replace their cookware within a decade. This will boost the growth of the overall market over the forecast period.

France Cookware Market Trends

Growing Urbanization is Driving the Market

The market's expansion was supported by ongoing urbanization, which contributed to an expanding middle class and a growing demand for convenience amid hectic urban lifestyles. Demand for kitchen cookware is seen more in the urban market, especially in high-tier cities. Growing urbanization and product up-gradation are also some of the key factors for the growth of the kitchen

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cookware market. Rising urbanization levels drive demand for luxury and premium apartments, building a positive outlook for premium kitchen appliances and the use of luxury cookware. An increase in surplus money and the growing number of working populations in urban societies are anticipated to drive the demand for kitchen appliances. High-income groups are a potential target segment for lifestyle products. Changing lifestyles of the people due to the rising disposable income amplifies the demand for kitchen appliances and luxury cookware.

Rapid Growth of E-Commerce

During COVID-19, people made more purchases from online platforms and spent more time cooking and eating healthy. As a result, online sales of cookware and kitchen equipment are fast expanding. Working from home, making purchases on the internet, and having greater spending flexibility since they are not required to spend money on outdoor recreation or vacation have all been identified as major variables affecting consumer expenditure on cookware. Also, the easy financing options and the numerous discounts offer given online by the eCommerce giants, such as Flipkart and Amazon, are further propelling consumers to prefer this channel over traditional in-store purchases. Online shopping has become an important retail channel for all consumer purchases. Several players in the France cookware market have raised their focus on e-commerce channels as a result of the rising penetration of technology and Internet-enabled technologies.

France Cookware Market Competitor Analysis

Companies across the world have huge investments in this segment of the market. In France, the cookware market has many companies concentrated on minor shares. Cristel, de Buyer, Emile Henry, Pyrex, Matfer Bourgeat and others are amongst the cookware companies in France. Adoption of smart kitchen cookware, up-gradation to new cookware, technological advancement, etc leads to increasing competition amongst the companies. Innovation and technological advancement taking pace as COVID, and urbanization strike general people to the adoption of the new cookware.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Value Chain / Supply Chain Analysis

4.5 Porter's Five Force Analysis

4.5.1 Threat of New Entrants

4.5.2 Bargaining Power of Buyers/Consumers

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- 4.5.3 Bargaining Power of Suppliers
- 4.5.4 Threat of Substitute Products
- 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights into Technological Advancements in the Industry
- 4.7 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product
 - 5.1.1 Pots and Pans
 - 5.1.2 Spoon
 - 5.1.3 Wok Turner
 - 5.1.4 Whisk
 - 5.1.5 Soup Ladle
- 5.2 By Material
 - 5.2.1 Stainless Steel
 - 5.2.2 Aluminium
 - 5.2.3 Glass
 - 5.2.4 Others
- 5.3 By Application
 - 5.3.1 Residential
 - 5.3.2 Commercial
- 5.4 By Distribution Channel
 - 5.4.1 Hypermarkets and Supermarkets
 - 5.4.2 Specialty Store
 - 5.4.3 Online
 - 5.4.4 Others

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Cristel
 - 6.2.2 de Buyer
 - 6.2.3 Emile Henry
 - 6.2.4 Pyrex
 - 6.2.5 Matfer Bourgeat
 - 6.2.6 Mauviel
 - 6.2.7 Opinel
 - 6.2.8 Peugeot
 - 6.2.9 Le Creuset
 - 6.2.10 Staub*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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