

## **Italy Cookware Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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### **Report description:**

The outbreak of COVID-19 had a positive impact on this market. People stuck at home due to the lockdown were hooked onto television programs and youtube videos showing interest in experimenting with various kinds of dishes in their homes. The awareness of health and wellness spread drastically, and it has become even more important now for people not to order food but try to make it in their homes as a healthy alternative. It was expected that the demand for this market would increase even more due to the pandemic outbreak.

The Italy cookware market is expected to have a considerable growth rate. The growing influence of chefs in the kitchen has positively affected this market. The number of television programs, youtube videos, and influencers devoted to food and recipes is increasing. These programs, videos, and influencers that promote different cookwares inspire many consumers to try and create new cuisines at home and experiment with various new types of cookware promoted by them. The growing demand for innovative and advanced products is expected to drive the growth of this market in Italy.

### **Italy Cookware Market Trends**

#### **Growing Urbanization is Leading to the Growth of this Market**

The expansion of the cookware market in Italy is supported by its ongoing urbanization, which contributes to an expanding middle class and a growing demand for convenience amid busy urban lifestyles. Demand for cookware is seen more in urban markets, especially in high-end cities. Increasing urbanization and product upgrading are also among the key factors for the growth of the cookware market. Increased urbanization drives demand for luxury and upscale apartments, building a positive outlook for high-end kitchen appliances and the use of luxury cookware. The increase in surplus money and the growing number of working

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populations in urban societies are predicted to drive the demand for kitchen appliances.

#### Rapid Growth of E-Commerce is Augmenting the Market Growth

The demand for cookware products in this region is rising because of the increase in the popularity of cooking at home, especially during the pandemic. More than three and a half million new Italian customers approached online retailers in the last two years because of the lockdown. They began to unfold their effects on the turnover, which increased in just one year by 33%, reaching over EUR 64 billion in 2021. Various cooking shows and youtube channels are driving many consumers to make different types of dishes at home. Consumers now prefer to purchase cookware products from online retailers. As a result, the COVID-19 pandemic was expected to increase demand for cookware even more.

#### Italy Cookware Market Competitor Analysis

The cookware market in Italy is moderately consolidated. The top five companies in this segment occupy approximately 40% to 60% of the market share. Adopting smart kitchen appliances, upgrading to new cookware, technological advancements, etc., lead to increasing competition among companies. Innovation and technological advancement are happening as urbanization drive people to adopt new cooking tools. Some important players in this market are Ballarini, Lagostina, Hestan, Ruffoni, and Bialetti.

#### 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 Forces Analysis

###### 4.5.1 Threat of New Entrants

###### 4.5.2 Bargaining Power of Buyers/Consumers

###### 4.5.3 Bargaining Power of Suppliers

###### 4.5.4 Threat of Substitute Products

###### 4.5.5 Intensity of Competitive Rivalry

###### 4.6 Impact of COVID-19 on the Market

##### 5 MARKET SEGMENTATION

###### 5.1 By Product

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- 5.1.1 Pots and Pans
- 5.1.2 Spoon
- 5.1.3 Wok Turner
- 5.1.4 Whisk
- 5.1.5 Soup Ladle
- 5.1.6 Other Products
- 5.2 By Material
  - 5.2.1 Stainless Steel
  - 5.2.2 Aluminium
  - 5.2.3 Glass
  - 5.2.4 Other Materials
- 5.3 By Application
  - 5.3.1 Residential
  - 5.3.2 Commercial
- 5.4 By Distribution Channel
  - 5.4.1 Online
  - 5.4.2 Offline

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
  - 6.2.1 Ballarini
  - 6.2.2 Lagostina
  - 6.2.3 Hestan
  - 6.2.4 Ruffoni
  - 6.2.5 Bialetti\*

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 DISCLAIMER AND ABOUT US

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