

Consumer Appliances in Austria

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Report description:

Total volume sales in consumer appliances continued to decrease in 2022, after a trend of additional purchases made during the height of the COVID-19 pandemic in 2020-2021, when Austrian consumers spent extra money on their homes. This was triggered by the additional time sent at home during lockdowns, along with working from home and thus creating home office spaces. Consumers invested in their home environments in this way, as limited opportunities for out-of-home activities and travel meant m...

Euromonitor International's Consumer Appliances in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small 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 Consumer 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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Sales cool down after extra demand during the pandemic era

External factors push up manufacturing costs and lead to increases in unit prices

Premium brands affected by higher price-sensitivity, as Leibherr maintains a strong top place

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Stagnant forecast ahead along, with many uncertainty factors at play

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Notable price increases clash with increased level of price-sensitivity

BSH maintains its lead, trailed by Beko Grundig Osterreich with its name-change

PROSPECTS AND OPPORTUNITIES

Solid forecast overshadowed by uncertainty factors

Some untapped potential remains in sight for home laundry appliances

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Global challenges lead to increasing prices and supply shortages

Leading player BSH continues to invest in the strong reputation of Bosch

PROSPECTS AND OPPORTUNITIES

Solid growth seems likely, but uncertainty remains

Little room for innovation means unit prices likely to stagnate

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Ovens sees a notable drop in demand, while built-in hobs and cooker hoods maintain positive volume growth

Gas hobs suffer another setback, while induction-type hobs see small gains

PROSPECTS AND OPPORTUNITIES

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Recovery is likely, but not guaranteed due to ongoing uncertainties

Re-emerging innovations could help bolster sales as consumers become more confident in their spending again

Mid-priced brands are in danger of losing ground to polarised competition

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PROSPECTS AND OPPORTUNITIES

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Coffee machines sales start to level off after short peak, with espresso coffee machines set for strongest performance ahead

Kenwood retains overall lead by a small margin, as entry-level brands show strong competition

PROSPECTS AND OPPORTUNITIES

Stable demand likely, but only under positive assumptions

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Sales spike during pandemic continues to curb sales in 2022

Battery-operated vacuum cleaners are trending? except from robotic variants

Dyson continues to stand out from the crowd, thanks to high brand profile and D2C sales strategies

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Long, hot summer helps maintain ongoing demand for air conditioners

2-in-1 and 3-in-1 products draw increasing consumer attention

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