

## **Large Cooking Appliances in Austria**

Market Direction | 2023-04-26 | 37 pages | Euromonitor

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### **Report description:**

The end of the home-improvements boom heralded negative-figure volume sales for large cooking appliances in 2022. Furthermore, consumers are seeing lower spending confidence in 2022, due to global inflationary pressures, considerably higher living costs, and uncertainty about the future in a geopolitical and economic context. However, even though consumers made increasingly price-sensitive in their purchasing decisions, retail selling prices increased notably. This led to notable value growth in...

Euromonitor International's Large Cooking 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: 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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Euromonitor International  
April 2023

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Consumer constraints lead to a moderate performance in large cooking appliances

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**

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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