

## **Small Cooking Appliances in Austria**

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

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### **Report description:**

As seen across other consumer appliances categories, demand in small cooking appliances fell in 2022 after the atypical boom seen during the pandemic era, when home-cooking and home-baking trends were strong. Furthermore, with consumers in home-seclusion and thus saving money on fewer out-of-home activities and unable to dine out, there was a strong trend for kitchen-focused home improvements. This scenario benefitted small cooking appliances across subcategories such as breadmakers, rice cooker...

Euromonitor International's Small 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow 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 Small 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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Demand falls after sales boom during the pandemic era, as triggered by home-cooking trends

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

Coffee machine sales have likely passed their peak for this forecast period

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