

Food Preparation Appliances in Greece

Market Direction | 2023-12-20 | 37 pages | Euromonitor

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Report description:

The prices of most products in food preparation appliances were subjected to hikes, driven by rising inflation, and an uplift in costs for transportation and manufacturing in 2022. While transport and shipping costs were beginning to normalise, price hikes remained high in Q1 and Q2 of 2023. During 2022, importers and retailers aimed to absorb part of the cost increase to prevent strong declines in retail volume. As demand returned to a positive place in 2023, companies increased prices to balan...

Euromonitor International's Food Preparation Appliances in Greece 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation 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 Food Preparation 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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Euromonitor International
January 2024

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Lack of storage space in urban households leads to losses for bulky appliances
The landscape recovers from the low sales rates seen in 2022

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