

## Food Preparation Appliances in Romania

Market Direction | 2024-01-04 | 38 pages | Euromonitor

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### Report description:

Food preparation appliances are maintaining positive volume sales in 2023, supported by consumers' focus on healthy diets and lifestyles. Many households remain interested in upgrading their food preparation appliances due to the focus on preparing healthy meals from scratch at home, using fresh ingredients. In particular, consumers are interested in food preparation appliances which make the cooking process more efficient and which can save both time and energy usage. For example, as seen with...

Euromonitor International's Food Preparation Appliances in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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reliable information resources to help drive informed strategic planning.

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##### 2023 DEVELOPMENTS

Food preparation appliances continue to benefit from consumers' interest in preparing healthy meals at home

Food processors and slow juicers appeal to health-conscious consumers

High demand for energy-efficient products continues, while consumers also turn to cheaper private label ranges

##### PROSPECTS AND OPPORTUNITIES

Demand for food preparation appliances set to continue

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E-commerce and omnichannel retail strategies will continue

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