

**Large Cooking Appliances in Romania**

Market Direction | 2024-01-04 | 41 pages | Euromonitor

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**Report description:**

Large cooking appliances face the same challenges as other major appliances (with the exception of dishwashers), leading to a slump in volume sales. Such big-ticket purchases are regarded as notable investments during a time of economic uncertainty, inflationary pressures, and high energy prices. As such, many consumers are postponing their big-ticket purchases, while others trade down to cheaper models if a new large cooking appliance is required. We are also seeing an element of premiumisation...

Euromonitor International's Large Cooking 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: 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.

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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Large cooking appliances face same challenges as most other major appliances

Built-in large cooking appliances manage small positive sales thanks to relatively low penetration

Ongoing move to electric cooking appliances, stimulated by high gas prices and government incentives

PROSPECTS AND OPPORTUNITIES

Slow growth expected over the coming years, as category is already relatively mature

Sustainability trends will continue to influence purchasing decisions

Good prospects for online sales, thanks to retailers' omnichannel strategies

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