

## **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.

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Large Cooking Appliances in Romania  
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List Of Contents And Tables

**LARGE COOKING APPLIANCES IN ROMANIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

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

**CATEGORY DATA**

- Table 1 Sales of Large Cooking Appliances by Category: Volume 2018-2023
- Table 2 Sales of Large Cooking Appliances by Category: Value 2018-2023
- Table 3 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023
- Table 4 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023
- Table 5 Sales of Built-in Hobs by Format: % Volume 2018-2023
- Table 6 Sales of Ovens by Smart Appliances: % Volume 2019-2023
- Table 7 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023
- Table 8 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023
- Table 9 NBO Company Shares of Built-in Hobs: % Volume 2019-2023
- Table 10 □NBO Company Shares of Ovens: % Volume 2019-2023
- Table 11 □NBO Company Shares of Cooker Hoods: % Volume 2019-2023
- Table 12 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023
- Table 13 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023
- Table 14 □NBO Company Shares of Cookers: % Volume 2019-2023
- Table 15 □NBO Company Shares of Range Cookers: % Volume 2019-2023
- Table 16 □Distribution of Large Cooking Appliances by Format: % Volume 2018-2023
- Table 17 □Production of Large Cooking Appliances: Total Volume 2018-2023
- Table 18 □Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028
- Table 19 □Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028
- Table 20 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028
- Table 21 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

**CONSUMER APPLIANCES IN ROMANIA**

**EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture  
2023 key trends  
Competitive landscape

Retailing developments

What next for consumer appliances?

#### MARKET INDICATORS

Table 22 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 23 Replacement Cycles of Consumer Appliances by Category 2018-2024

#### MARKET DATA

Table 24 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 25 Sales of Consumer Appliances by Category: Value 2018-2023

Table 26 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 27 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 28 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 31 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 32 □Sales of Small Appliances by Category: Volume 2018-2023

Table 33 □Sales of Small Appliances by Category: Value 2018-2023

Table 34 □Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 35 □Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 36 □NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 37 □LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 38 □NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 39 □LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 40 □Distribution of Major Appliances by Format: % Volume 2018-2023

Table 41 □Distribution of Small Appliances by Format: % Volume 2018-2023

Table 42 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 43 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 44 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 45 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 46 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 47 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 48 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 49 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 50 □Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 51 □Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 52 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 53 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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