

## **Small Cooking Appliances in Greece**

Market Direction | 2023-12-20 | 39 pages | Euromonitor

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### **Report description:**

Air fryers is a dynamic category in consumer appliances, posting the strongest growth in retail volume in 2022 while continuing to witness an increase in penetration in 2023. More players have entered the landscape, and the increase in competition has resulted in prices dropping and products becoming accessible to a broader consumer base. The rise in brand variety and product availability has also increased consumer awareness about such products.

Euromonitor International's Small Cooking 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: 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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