

## **Food Preparation Appliances in Austria**

Market Direction | 2024-01-10 | 36 pages | Euromonitor

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### **Report description:**

Demand for food preparation appliances significantly fell in 2023 for the second year in a row. Growth was impacted by the high demand seen during COVID-19 when consumers spent more time cooking at home and investing in food preparation appliances. As such, demand has continued to fall in 2023 following this uplift. Furthermore, price sensitivity during rising inflation led many consumers to refrain from buying additional appliances in the kitchen and using older equipment for longer. As in othe...

Euromonitor International's Food Preparation Appliances in Austria 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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Demand remains curbed following an uplift in sales during COVID-19

Food processors record a double-digit decline following a strong uplift

De'Longhi-Kenwood invests in advertising and promotion to retain its lead

##### PROSPECTS AND OPPORTUNITIES

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Food processors drive the strongest retail volume sales across the forecast period

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