

Small Cooking Appliances in Portugal

Market Direction | 2024-01-08 | 40 pages | Euromonitor

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Report description:

Category volume sales declined for the second consecutive year in 2023, following the strong sales experienced during the pandemic. Consumers made cutbacks on small cooking appliances as interest rates rises and inflation pushed up the cost of living. Promotional activity increased, notably during the summer months, as retailers and manufacturers tried to stimulate sales. Leading brands executed campaigns for major and small appliances, whereby a small appliance was gifted with the purchase of a...

Euromonitor International's Small Cooking Appliances in Portugal 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: 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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reliable information resources to help drive informed strategic planning.

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