

Europe Cookware - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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Report description:

The Europe Cookware Market size is estimated at USD 4.04 billion in 2024, and is expected to reach USD 4.74 billion by 2029, growing at a CAGR of 3.17% during the forecast period (2024-2029).

The European Union is one of the worst-hit regions in the world with the sudden COVID-19 pandemic. The major countries, including Italy, France, and the United Kingdom, suffered economic disruptions, which ultimately affected the cookware market in the region during the year 2020. Many manufacturing facilities extended production shutdowns in Europe during the lockdown. Because of this, there were a much supply and demand distractions. While the pandemic crisis declined the frequency of cookware purchases, the lead time for delivery of orders increased significantly across the world, including Europe. Limited component availability, restricted labor supply, and other supply chain-related costs are some of the major challenges that most industry players are currently focusing on.

The European region experienced low-interest rates and a good economic situation during the past few years, with consumers showing interest in products in the home appliance market. The growing demand for innovative and advanced products drove the demand for cookware in Europe. Two key factors contributing to the growth of the cookware market in Europe are product innovations and portfolio extensions, leading to product premiumization. The Western European markets follow the growing trend of consumers in the cookware market, focusing on premium cookware.

Europe Cookware Market Trends

Non-Stick Cookware is Dominating the Cookware Industry

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Nonstick coatings were used on cookware for over five decades. Most cookware is made of stainless steel, aluminum, cast iron, glass, pyroceram, and ceramic, while some bakeware is made from flexible silicone. The superior properties of non-stick coatings make them popular for various food-grade non-stick applications, including cookware, such as pots and pans.

Over the years, non-stick cookware received negative attention regarding its safety and health issues due to the toxic chemicals emission. The nonstick coatings are confirmed safe for human use by Food and Drug Administration scientists. Cookware without perfluorooctanoic acid (PFOA) is considered more environmentally friendly than those made with other nonstick coatings. Traditional PTFE pans make up the low end of the cookware market. In contrast, non-PFOA coatings, ceramics, and silicone-based coatings make up the high-end green side of the market, offering supposedly healthy solutions that are not as effective as their PTFE counterparts. The market is slowly shifting toward the green pans market, which is instrumental in expanding the market size of non-stick cookware.

The huge impact of Cookware Brand Promotion on Social Media

The strategy for increasing the brand visibility of the cookware brand online in the most cost-efficient manner possible is divided into two parts. They are social media marketing and SEO (to generate traffic to the website). During the lockdown, everyone turned to cook and showcased their dishes on social media, resulting in a surplus of free time or restaurants closing. It benefited the cookware sector by increasing online sales.

Companies also invest in youtube, Instagram, Facebook, and other social media platforms to promote their product and make them brand through different marketing techniques. Influencers from youtube promoting the brands will majorly impact all brands. Influencers showcasing the brand packaging & products in detail create a better purchase experience for the target audience.

Europe Cookware Industry Overview

Companies across the world include huge investments in this segment of the market. The European cookware market includes many companies, like Le Creuset, Abbio, Cuisinart, All-Clad, Bialetti, and others, concentrated on minor shares. Smart kitchen cookware adoption, up-gradation to new cookware, technological advancement, etc., increase competition among the company. Innovation and technological advancement are taking place as COVID and urbanization strike general people to adopt new cookware. The major companies are Le Creuset, Abbio Kitchen, Cuisinart, All-Clad, and Bialetti.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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