

## **Russia Kitchen Appliances - 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 Russia Kitchen Appliances Market size is estimated at USD 6.80 billion in 2024, and is expected to reach USD 8.83 billion by 2029, growing at a CAGR of 5.38% during the forecast period (2024-2029).

Dishwashing machines, cooking, and ovens generated USD 0.45 (0.33) billion in revenue in Russia in the current year. The Russian kitchen appliances market is growing reasonably well with stable demand due to rising consumer growth and the ongoing issuing of consumer credit in 2020. People are mostly unwilling to pay the extra amount for a well-known global brand name in small cooking appliances, opting instead for smaller brands at more affordable prices, with this category being highly influenced by price rather than quality.

Because of this, brands from small economies have done better than international heavyweights. For example, Philips, Bosch (though it did well with coffee machines), and Moulinex have either lost market share or stayed the same. Coffee machines are the segment in which the global brands continued to perform quite well due to their higher perception amongst many affluent consumers. The De'Longhi maintained its leading position in this category, strengthening it. They continued to see growth, with espresso coffee machines showing the strongest retail volume growth, then filter coffee machines.

The introduction of COVID-19 resulted in a decrease in kitchen appliance revenue. In the year 2020, all segments of refrigerators, dishwashers, cooking & ovens, and freezers saw a decrease in sales and revenue. From 2021 on, with recovery from the pandemic, sales and revenue again started increasing. Interestingly, espresso coffee machines have a much higher average unit price than filter or pod coffee machines, with the latter two also continuing to decline in price. Polarizing trends continue to impact the demand for kitchen appliances in Russia in 2023.

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Uncertainty about the lower real incomes of most average households has led to a constant search for more affordable products. Demand for economy appliances has led to falling unit prices in many categories, including dishwashers, food preparation appliances, and others.

## Russia Kitchen Appliances Market Trends

### Solid Demand Growth For Small Cooking Appliances

In Russia, the demand for smaller cooking appliances stayed the same in 2022. There were a lot of different products on the market, and their sales varied based on trends or how well they worked. Even though the kettle has been and will continue to be the biggest category because it is an essential item in most local homes, its lower-than-average unit price decline has led to a lack of value performance. Fryers remained a smaller category overall, recording an undynamic performance. The health and wellness trend poses a barrier to the stronger potential for fryers because, despite some unhealthy eating habits amongst the common population, the chance to avoid deep-fried options restricts growth.

Over the years, Russia observed a continuous increase in dishwashing machine sales revenue, from a level of USD 711.30 million in the year 2018 to a level of USD 743.3 million in 2021, with a slight decline in 2022 to USD 737.60 million.

### Stronger Shift Towards E-Commerce Retailing

Russia's internet population is the sixth largest worldwide, with more and more people using online shopping in different business sectors. It has embraced e-commerce, which is growing ten times faster than the real economy and traditional retail. Online sales account for nearly 4.5% of Russia's total retail turnover, but that has been more or less doubling each year in recent years and is on course to make up about 8% of the retail turnover by 2021.

Over the years, e-commerce observed a continuous increase in penetration rates in the Russian market, from a level of 37.4% in 2018 to 52.4% in 2021. This leads to an obvious change in consumer behavior to increase kitchen appliance purchases through the online channel.

## Russia Kitchen Appliances Industry Overview

As kitchen appliances include a wide range of different products at different price points, the overall competitive landscape in Russia for this market remained fairly fragmented, with more smaller players entering the category and taking more retail volume share from better-known brands. However, compared with many other types of consumer appliances, players that could offer more affordable appliances performed well.

Some of the companies that sell kitchen appliances in Russia are Bosch, Midea Russia, Philips, Moulinex, De'Longhi Russia, LG Electronics, Panasonic, Electrolux, and others.

### Additional Benefits:

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

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