

Large Cooking Appliances in France

Market Direction | 2024-11-25 | 43 pages | Euromonitor

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Report description:

2024 was another tough year for large cooking appliances with built-in products seeing a particularly significant decline. Sales struggled due in large part to France's deflated real estate market with a key target audience for these products being new homeowners. The struggling economy also meant there was a lack of construction and kitchen renovations in 2024 with this having a notably negative impact on sales of built-in hobs and ovens. Also, ovens are becoming more durable thanks to pyrolyti...

Euromonitor International's Large Cooking Appliances in France 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range 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 Large 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2024

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Appliances and electronics specialists remain on top thanks to their wide offer and competitive prices

Premiumisation provides opportunities for value growth

PROSPECTS AND OPPORTUNITIES

Anticipated recovery in the housing market spells good news for large cooking appliances with the focus on built-in formats

Minimalist and smart options expected to draw interest while Made in France claims still offer potential

Home products specialists expected to see improved footfall as the housing market recovers

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