

Small Cooking Appliances in France

Market Direction | 2024-11-25 | 42 pages | Euromonitor

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Report description:

Small cooking appliances saw strong growth in retail volume terms in 2024 backed largely by the huge success of air fryers, and the ongoing growth of pod coffee machines. Air fryers continued to see dynamic growth in 2024 with the penetration rate rising rapidly. This is thanks to the large range of products for all budgets, the significant attention these products have received online and in the media and the claims that these appliances are healthier, more versatile and more energy efficient t...

Euromonitor International's Small 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: 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.

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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Other appliances of the category have mixed performances

Competition remains strong in 2024 with a focus on partnerships, price promotions, marketing and innovation

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Focus on healthy cooking should drive more sales in some categories

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