

## **Food Preparation Appliances in Spain**

Market Direction | 2024-12-13 | 39 pages | Euromonitor

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### **Report description:**

Food preparation appliances experienced a decline in retail volume terms in 2024 for the third straight year, although the rate of decline was far more modest than in the previous two years pointing towards signs of a recovery. Although overall sales declines, blenders notably bucked this trend, showing robust growth in retail volume terms in 2024. This strong growth was driven by the increasing focus on health and fitness in Spain. The popularity of blenders, particularly single-serving models,...

Euromonitor International's Food Preparation Appliances in Spain 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Food Preparation 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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Another tough year for food preparation appliances as consumers remain budget conscious

Blenders the focus of innovation but food processors still seen to have potential

New players provide competition to the established category leaders

#### PROSPECTS AND OPPORTUNITIES

Cordless products in vogue while effective marketing strategies could help players reach a wider audience

Food preparation appliances to become more specialised

E-commerce set for a return to growth backed by key players such as Amazon

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