

Small Cooking Appliances in Italy

Market Direction | 2024-12-12 | 42 pages | Euromonitor

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Report description:

Following the uptick in demand seen during the pandemic and the drop off in demand as the cost of living crisis hit, sales of small cooking appliances stabilised in 2024 in retail volume terms. However, while overall sales saw limited movement the performances of the different product categories within small cooking appliances was varied in 2024. While sales of standard coffee machines and air fryers continue to see healthy growth in retail volume terms in 2024, sales of breadmakers, rice cooker...

Euromonitor International's Small Cooking Appliances in Italy 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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2024 DEVELOPMENTS

Standard coffee machines delivers growth as overall sales of small cooking appliances stagnate
Air fryers still thriving as consumers adopt healthier eating habits
Increase in inbound arrivals boosts sales of filter coffee machines and kettles

PROSPECTS AND OPPORTUNITIES

Collaborations and seasonal sales expected to remain important
Air fryers still offer potential but growth is likely to stabilise
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