

## **Food Preparation Appliances in Germany**

Market Direction | 2025-01-20 | 37 pages | Euromonitor

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### **Report description:**

Despite a weak performance in 2024, demand for mixers and blenders in Germany remains considerably higher than pre-pandemic levels, as consumers increasingly seek versatile and efficient kitchen appliances to simplify food preparation. New models, particularly high-performance options, have become essential tools for a variety of tasks, from creating smoothies and shakes to preparing soups, sauces, and even crushed ice for cocktails. German consumers prioritise functionality and convenience, whi...

Euromonitor International's Food Preparation Appliances in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 2029 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2025

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Popularity of juice extractors in Germany driven by health trends  
Bosch and Thermomix dominate food processors

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