

Food Preparation Appliances in Romania

Market Direction | 2025-01-10 | 38 pages | Euromonitor

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Report description:

While inflation remained one of the highest in Europe during 2024, retail prices did not increase as fast as in previous years. Retailers have also focused on negotiating with manufacturers and on optimising their supply chain so that they can offer more attractive prices. Promotions and discounts have become the norm in food preparation appliances and carry significant weight for the purchasing decision. Black Friday campaigns are now a mainstream marketing tool in Romania, and this is driving...

Euromonitor International's Food Preparation Appliances in Romania 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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