

## **Large Cooking Appliances in Romania**

Market Direction | 2025-01-10 | 41 pages | Euromonitor

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### **Report description:**

Even though inflation fell in 2024, consumer purchasing power in Romania remained weak and the effects of soaring prices from 2022 and 2023 still lingered. Consequently, volume sales of large cooking appliances registered a timid increase, compared to more vigorous growth in current value terms. This reflects the impact of both stubborn inflation and premiumisation. With a growing number of credit solutions, Romanians preferred to invest in premium brands but to pay in instalments so the overall...

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range 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 Large 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.

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reliable information resources to help drive informed strategic planning.

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