

## **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.

**Table of Contents:**

Large Cooking Appliances in Romania  
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List Of Contents And Tables

LARGE COOKING APPLIANCES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slight rise in volume growth of large cooking appliances

Positive performance for built-in hobs

A long-term approach to large cooking appliances

PROSPECTS AND OPPORTUNITIES

Built-in large cooking appliances will grow at a faster pace

Ongoing focus on sustainability

Good prospects for built-in hobs

CATEGORY DATA

Table 1 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 2 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 3 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 6 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 7 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 8 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 9 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 10 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 11 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 12 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 13 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 14 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 15 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 16 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 17 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 18 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 19 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 20 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 21 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

CONSUMER APPLIANCES IN ROMANIA

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

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Retailing developments

What next for consumer appliances?

#### MARKET INDICATORS

Table 22 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 23 Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

Table 24 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 25 Sales of Consumer Appliances by Category: Value 2019-2024

Table 26 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 27 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 28 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 31 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 32 □Sales of Small Appliances by Category: Volume 2019-2024

Table 33 □Sales of Small Appliances by Category: Value 2019-2024

Table 34 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 35 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 36 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 37 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 38 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 39 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 40 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 41 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 42 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 43 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 44 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 46 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 47 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 48 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 49 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 50 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 51 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 52 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 53 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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#### SOURCES

Summary 1 Research Sources

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