



Euromonitor
International

Small Cooking Appliances in Spain

February 2026

Table of Contents

Small Cooking Appliances in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multifunctionality and premiumisation drive sales in small cooking appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising disposable incomes and urbanisation drive premiumisation

Coffee machines experiences sales boost, driven by at-home coffee culture

Multifunctional innovation and space efficiency aim to address changing demands

Chart 2 - Create Launches an Air Fryer for Consumers Prioritising Versatility

WHAT'S NEXT?

Consumers anticipated to drive premiumisation in small cooking appliances

Cordless appliances set to gain traction

Multifunctionality set to drive demand among time-constrained, wellness-conscious consumers

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Groupe SEB Ibérica maintains lead, while Ninja gains traction with new product offering

New entrants and product launches reshape competition

Chart 4 - SharkNinja Enters a New Category in Spain: Automatic Coffee Machines

CHANNELS

E-commerce emerges as fastest-growing channel, while discounters remains attractive alternative

PRODUCTS

Cordless and multifunctional designs drive premium sales

Chart 5 - SharkNinja Launches Ninja CRISPi: Spain's First Portable 4-in-1 Air Fryer

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Spain - Industry Overview](#)

EXECUTIVE SUMMARY

Housing market rebound and home renovations boost consumer appliances sales

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Housing rebound and demand for energy-efficient products boost appliance sales

Home laundry appliances experiences strong growth, while Electrolux exemplifies AI innovation

Chart 7 - AEG ProAssist: Spain's First Fully Assisted Kitchen Suite

Bosch drives sustainability with AI-powered climate control

Chart 8 - Bosch Climate CL3200i – AI-Driven Comfort and Pure Air in One Unit

WHAT'S NEXT?

Manufacturers are expected to prioritise sustainability and energy efficiency

Heat pumps set to experience strong growth, driven by energy efficiency and AI integration

Chart 9 - Analyst Insight

Premiumisation is set to drive sales in small appliances

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

While major players retail their lead, challengers gain traction
Direct-to-consumer strategies and innovation shape landscape
Chart 11 - Cecotec Opens First DTC Shopping Shop in Cáceres

CHANNELS

Offline retailers remain dominant despite e-commerce growth

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in Spain 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Spain 2025
Chart 15 - Consumer Landscape in Spain 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-cooking-appliances-in-spain/report.