



Food Preparation Appliances in the United Kingdom

January 2026

Food Preparation Appliances in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and an online presence are key strategies in a challenging environment

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers demand multifunctional and time-saving kitchen devices

Blenders remains the largest category despite declining sales

Multifunctionality drives dynamic growth in mixers

WHAT'S NEXT?

Consumers will favour multifunctional kitchen devices over single-function appliances

Refurbished goods to impact sales of new appliances

Chart 2 - Analyst Insight

COMPETITIVE LANDSCAPE

Stable leadership despite declining volume sales

SharkNinja gains share through effective marketing and value

Chart 3 - SharkNinja Launches the Blast Max Portable Blender in 2025

Adaptation will be needed for companies to gain share in a challenging environment

CHANNELS

Retail e-commerce dominates distribution as consumers seek convenience

Continued rise of online shopping will continue to impact offline retail channels

PRODUCTS

Multifunctionality and portability drive innovation

Chart 4 - Thermomix Launches the TM7 Multifunctional Food Preparation Appliance in 2025

The rise of cordless and portable kitchen appliances for convenience and safety

Chart 5 - KitchenAid Launches its Go Cordless Hand Blender

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Consumer Appliances in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances shows resilience, driven by smart tech and multifunctionality

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Smart and AI-powered appliances drive value growth

Chart 7 - Samsung's Bespoke AI Laundry Combo

Home laundry appliances performs well as demand for connected appliances grows

Multifunctionality continues to shape consumer appliances

Chart 8 - Ninja CRISPi 4-in-1 Portable Glass Air Fryer is Launched in the UK in 2025

WHAT'S NEXT?

Growth will be driven by energy-efficient and multifunctional products

Chart 9 - Analyst Insight

Heat pumps set to see the highest growth due to government support and rising awareness

Smart and AI-powered appliances anticipated to drive value growth
Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Procter & Gamble maintains its lead with a diverse portfolio
Hisense gains traction with smart marketing and product launches

CHANNELS

Retail e-commerce dominates both major and small appliances
Offline retailers still have a role to play

PRODUCTS

Sustainability and energy efficiency fuel product development
Chart 11 - Caple's New Heat Pump Tumble Dryer Promises Savings

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in the United Kingdom 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in the United Kingdom 2025
Chart 15 - Consumer Landscape in the United Kingdom 2025

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SOURCES

Summary 1 - Research Sources

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