



# Food Preparation Appliances in the United Kingdom

January 2026

### 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

#### COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the United Kingdom - Industry Overview

## 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/food-preparation-appliances-in-the-united-kingdom/report](http://www.euromonitor.com/food-preparation-appliances-in-the-united-kingdom/report).