



Food Preparation Appliances in Portugal

February 2026

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2025 DEVELOPMENTS

Food preparation appliances sees relative stability in 2025

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Chart 2 - Analyst Insight

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Volume sales fall amidst economic pressures while innovation drives value growth

Blenders remains the largest category as consumers value compact design and versatility

Vorwerk drives multi-functionality trend with launch of Bimby TM7

Chart 3 - Vorwerk Launches the Bimby TM7 – its Most Advanced Model

WHAT'S NEXT?

Food preparation appliances expected to see a stable performance

Blenders to benefit from multifunctional positioning

E-commerce boom expected to introduce a wider product range to the market

COMPETITIVE LANDSCAPE

De'Longhi and BSH drive competition through new innovations

SharkNinja makes waves with focus on health and wellness

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CHANNELS

Non-grocery retailers drive sales but e-commerce making big strides

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No new retail brands or concepts in the pipeline

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Refrigeration appliances dominate market share with steady demand

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Midea and Dyson drive growth amidst market shifts

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Appliances and electronics specialists lead offline sales

Construction and builder merchants drive growth

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