



Euromonitor  
International

# Large Cooking Appliances in France

February 2026

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## Large Cooking Appliances in France - Category analysis

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Sluggish housing market weighs on demand, while premium and built-in formats support value growth

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Chart 2 - Analyst Insight

### INDUSTRY PERFORMANCE

Sluggish sales growth amid economic uncertainty

Private label dominance and premiumisation efforts

Largest and most dynamic subcategories

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Premium brands drive innovation and upscale sales

Built-in hobs lead market growth with innovative designs

Sustainability and innovation shape future consumer choices

### COMPETITIVE LANDSCAPE

Beko and BSH maintain dominance through innovation

Market concentration and stable competitive dynamics

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Appliance specialists benefit from strong brand reputation

Online retail grows despite offline dominance

Retail e-commerce plays a limited but growing role

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### INDUSTRY PERFORMANCE

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Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

### WHAT'S NEXT?

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Large cooking appliances maintain dominance through built-in trends

Sustainability and multifunctionality drive future growth and innovation

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Appliance specialists and online retailers drive sales growth  
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