



# Food Preparation Appliances in Romania

February 2026

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#### 2025 DEVELOPMENTS

Health and wellness trends boost demand for multifunctional appliances

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#### INDUSTRY PERFORMANCE

Strong sales growth driven by consumer trends

Blenders lead the market, driven by health trends

Smart and AI-powered appliances revolutionise the market

Chart 3 - Tefal Launches the Innovative Smart Food Preparation Appliance i-Coach Touch

#### WHAT'S NEXT?

Consumers drive demand for smart and multifunctional appliances

Blenders maintain dominance as food processors show promise

E-commerce continues to expand with omnichannel retailing

#### COMPETITIVE LANDSCAPE

Leading international brands dominate market share

No significant mergers or acquisitions in 2025

#### CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with omnichannel retailing

No new retail concepts or collaborations emerge

#### PRODUCTS

Smart and AI-powered features drive value sales growth

Health and wellness trend boosts demand for blenders

Premiumisation remains a key driver of market growth

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

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Samsung and De'Longhi drive premium sales with innovative products

Refrigeration appliances remain largest, air conditioners drive growth

Smart and AI-powered appliances lead innovation

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Air conditioners and smart appliances lead growth with innovative features  
E-commerce and premiumisation to shape business strategies  
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## COMPETITIVE LANDSCAPE

Beko Corp maintains its position amongst leading companies with strong brand portfolio  
Opportunities emerge from technological advancements and consumer trends

## CHANNELS

Appliances and electronics specialists lead offline sales  
Retail e-commerce gains traction with omnichannel retailers  
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Smart and AI-powered features drive innovation  
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