



# Food Preparation Appliances in India

February 2026

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#### WHAT'S NEXT?

Premiumisation anticipated due to rising incomes and health consciousness

Blenders will remain dominant, while juice extractors set to show dynamic growth

Modular kitchens and AI-driven appliances to shape the future

#### COMPETITIVE LANDSCAPE

Bajaj, Philips and Preethi lead through innovation and premiumisation

#### CHANNELS

Appliances and electronics specialists drives offline sales

Retail e-commerce maintains its rising trend, especially for smaller, lower-value products

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