



Euromonitor  
International

# Food Preparation Appliances in Australia

December 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Decline amidst cost-of-living pressures, driving demand for value and innovation

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Consumers prioritise practicality in food preparation

Chart 2 - Analyst Insight

Blenders continues to drive demand, supported by technological advancements

Technological innovation drives differentiation and sustainability

Chart 3 - Thermomix Launches TM7

### WHAT'S NEXT?

Consumers to favour multifunctional appliances that offer greater value

Importance of online presence to help shape the path to purchase

### COMPETITIVE LANDSCAPE

Breville Group and De'Longhi lead through innovation and brand equity

No significant mergers or acquisitions in 2025

### CHANNELS

Hypermarkets and specialists drive offline retail sales

Integrated retail strategy balances online and offline presence

### PRODUCTS

Multifunctionality and cordless designs redefine convenience

Chart 4 - KitchenAid's Go Cordless Expands in 2025

Premium features drive value perception

Chart 5 - Panasonic Launches Premium Model Blender MX-HG6401

### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Australia - Industry Overview

### EXECUTIVE SUMMARY

How innovation and energy efficiency shape Australian consumer appliance choices

## KEY DATA FINDINGS

Chart 6 - Key Trends 2025

### INDUSTRY PERFORMANCE

Australians seek value, innovation and energy-efficient appliances

Chart 7 - Analyst Insight

Air treatment products continues to make gains, driven by health and wellness concerns

Refrigeration appliances drives growth through innovation

### WHAT'S NEXT?

Australians will continue to prioritise innovative appliances offering long-term value

Refrigeration appliances and air treatment products to see further growth

Australians to become increasingly discerning in their purchasing decisions

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

Leading brands sustain share through innovation

Strong performance by Dyson as it continues to focus on new launches

## CHANNELS

Appliances and electronics specialists leads distribution through expertise

E-commerce gains influence in product discovery and price comparison

## PRODUCTS

Miele and Panasonic drive innovation with eco-friendly designs

Chart 9 - Miele Sets Efficiency Benchmark with 6-Star WELS Dishwasher in 2025

Chart 10 - Panasonic NN-CD88QSQPQ Drives Trading Up in Compact, Multifunctional Microwaves

Roborock revolutionises cleaning with automation and convenience

Chart 11 - Roborock Launches Q10V+ in Australia With Self-Empty Dock and 10,000Pa Suction

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Australia 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Australia 2025

Chart 15 - Consumer Landscape in Australia 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

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