



# Large Cooking Appliances in Spain

February 2026

Table of Contents

## Large Cooking Appliances in Spain - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumer demand for premium, energy-efficient appliances drives growth

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Rise in home improvement expenditure drives growth in large cooking appliances

AEG-Electrolux exemplifies innovation with a fully AI-assisted kitchen concept

Chart 2 - AEG-Electrolux Launches First Fully AI-Assisted Kitchen

Market saturation in ovens and built-in hobs shifts focus towards premiumisation

Chart 3 - Bosch Serie 8: Premium Built-In FlexInduction Hob

#### WHAT'S NEXT?

Smart cooking appliances set to move from novelty products to mass-market staples

Built-in large cooking appliances set to outperform freestanding models

Energy-efficient products are set to become standard in large cooking appliances

Chart 4 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Incumbents maintain lead, but challenger brands pressure them to innovate

#### CHANNELS

Appliances and electronics specialists drives offline sales

Bosch expands its direct-to-consumer capabilities

Chart 5 - Revolutionising Spain's Direct-to-Consumer Built-In Cooking Experience in 2025

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Spain - Industry Overview

### EXECUTIVE SUMMARY

Housing market rebound and home renovations boost consumer appliances sales

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Housing rebound and demand for energy-efficient products boost appliance sales

Home laundry appliances experiences strong growth, while Electrolux exemplifies AI innovation

Chart 7 - AEG ProAssist: Spain's First Fully Assisted Kitchen Suite

Bosch drives sustainability with AI-powered climate control

Chart 8 - Bosch Climate CL3200i – AI-Driven Comfort and Pure Air in One Unit

#### WHAT'S NEXT?

Manufacturers are expected to prioritise sustainability and energy efficiency

Heat pumps set to experience strong growth, driven by energy efficiency and AI integration

Chart 9 - Analyst Insight

Premiumisation is set to drive sales in small appliances

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

While major players retail their lead, challengers gain traction

Direct-to-consumer strategies and innovation shape landscape

Chart 11 - Cecotec Opens First DTC Shopping Shop in Cáceres

## CHANNELS

Offline retailers remain dominant despite e-commerce growth

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Spain 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Spain 2025

Chart 15 - Consumer Landscape in Spain 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/large-cooking-appliances-in-spain/report](http://www.euromonitor.com/large-cooking-appliances-in-spain/report).