



Euromonitor
International

Small Cooking Appliances in Chile

February 2026

Table of Contents

Small Cooking Appliances in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Small cooking appliances remains an attractive category

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Search for premium products at discounted prices

SharkNinja momentum but more development required

Growing product mix and changing coffee consumption habits inform consumer choices

WHAT'S NEXT?

Stable conditions for growth in small cooking appliances

Kettles to remain the key category but coffee machines and related products continue to gain momentum

Robust trends to intensify the competition

COMPETITIVE LANDSCAPE

Leading brands benefit from innovation and pricing strategies

Chart 3 - Ninja Luxe Café 3 in 1 Aiming at the Premium Segment

Emerging players gain ground

CHANNELS

Direct-to-consumer sales and online events drive retail e-commerce

Cencosud 's reduced presence opens up retail growth opportunities in small cooking appliances

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in Chile shows resilience and dynamism

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Strong competition and new entrants foster development and growth

Refrigeration appliances benefit from essential positioning while dishwashers are trending

Home HVAC products see the fastest retail value sales growth

WHAT'S NEXT?

Chilean households to use improving budgets to purchase key household appliances

Segmented consumer focus to drive the product offer

Key trends shaping performance

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea's growth and SharkNinja's entry disrupt the competitive landscape in Chile

Chart4 Ninja - Gains Momentum in Chile with an Attractive Family of Products

Chart 7 - Midea Expands Through a Wide Portfolio of Products

Dynamic brand activity in small appliances

CHANNELS

Retail offline continues to dominate distribution in a changing landscape

Retail e-commerce gains traction with competitive pricing

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Chile 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Chile 2025

Chart 11 - Consumer Landscape in Chile 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/small-cooking-appliances-in-chile/report.