



Euromonitor  
International

# Large Cooking Appliances in Romania

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#### WHAT'S NEXT?

Romanians invest in high-quality, energy-efficient cooking solutions

Built-in hobs lead growth with convenience and innovation

Omnichannel retailing and sustainability shape business strategies

#### COMPETITIVE LANDSCAPE

Beko Corp maintains leadership with innovative products

Market consolidation and innovation drive future growth

#### CHANNELS

Chained retailers dominate sales with wide product portfolios

Retail e-commerce gains ground with investments in logistics

No new retail brands or concepts anticipated to emerge in 2026

#### PRODUCTS

Premiumisation drives innovation in product design and functionality

Electrolux innovates with high-end built-in hob

Innovation drives value sales growth in challenging economic context

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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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