



Large Cooking Appliances in Romania

February 2026

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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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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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PRODUCTS

Smart and AI-powered features drive innovation
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