



Euromonitor
International

Large Cooking Appliances in Romania

February 2026

Table of Contents

Large Cooking Appliances in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy efficiency and built-in solutions support market resilience

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Rising demand for energy-efficient and convenient solutions

Beko drives growth with innovative oven technology

Key trends shaping consumer preferences

Chart 3 - Retailers eMag or Altex Offer Buy-Back Schemes for Old Cooking Appliances

Chart 4 - Electrolux Launches SaphirMatt, a High-End and Durable Built-In Hob

Chart 5 - Beko Launches Ovens Equipped with AeroPerfect Technology

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

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Romania - Industry Overview

EXECUTIVE SUMMARY

Demand for energy-efficient and smart appliances supports market resilience

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Samsung and De'Longhi drive premium sales with innovative products

Refrigeration appliances remain largest, air conditioners drive growth

Smart and AI-powered appliances lead innovation

Chart 8 - Samsung Launches Bespoke AI in Romania

Chart 9 - Beko Transitioned Its Factory to 100% Certified Green Energy in July 2025

Chart 10 - De'Longhi Launches La Specialista Opera Premium Espresso Machine

WHAT'S NEXT?

Sustainability and smart features drive consumer appliance growth
Air conditioners and smart appliances lead growth with innovative features
E-commerce and premiumisation to shape business strategies
Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

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
Emerging trends and future outlook

PRODUCTS

Smart and AI-powered features drive innovation
Sustainability and energy efficiency gain traction
Premiumisation drives value sales growth

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in Romania 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Romania 2025
Chart 15 - Consumer Landscape in Romania 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-romania/report.