



Euromonitor
International

Food Preparation Appliances in Italy

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Despite a volume sales decline, health and wellness trends drive consumer interest

Chart 1 - Key Trends 2025

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Health and wellness focus drives multi-functional product innovation

Premium brands capitalise on design and innovation

Largest category led by blenders, driven by health focus

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Blenders anticipated to remain largest category despite decline

COMPETITIVE LANDSCAPE

Leading brands maintain market share through innovation

New entrants and product launches drive market dynamics

CHANNELS

Appliances and electronics specialists drive offline sales

MediaWorld offers refurbished goods for sustainable and value conscious consumers

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[Consumer Appliances in Italy - Industry Overview](#)

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Innovation in multi-functionality and energy efficiency drive consumer appliances sales

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