



Euromonitor
International

Small Cooking Appliances in Romania

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Premium and multifunctional appliances drive value growth

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Premium and innovative products drive sales growth

Largest and fastest growing subcategories lead the way

Multi-functionality and convenience shape consumer preferences

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WHAT'S NEXT?

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Coffee machines and air fryers lead subcategory growth

Business impact of trends on small cooking appliances

COMPETITIVE LANDSCAPE

Bosch and Philips maintain lead with premium offerings

No significant mergers or new entrants expected

CHANNELS

Chained retailers dominate sales with strong brand presence

No new retail concepts anticipated to emerge in 2026

Retail e-commerce fuels growth with convenience and flexibility

PRODUCTS

Multi-functionality and convenience drive innovation

Premiumisation and innovation fuel sales growth

Distribution channels adapt to changing consumer habits

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Demand for energy-efficient and smart appliances supports market resilience

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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

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Air conditioners and smart appliances lead growth with innovative features
E-commerce and premiumisation to shape business strategies
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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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PRODUCTS

Smart and AI-powered features drive innovation
Sustainability and energy efficiency gain traction
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