

Large Cooking Appliances in Austria

January 2024

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Large Cooking Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand suffers under consumer restraints and a faltering housing market A decline in retail value sales as demand is low and price points ease BSH Hausgeräte GmbH leads the landscape, offering respected brands

PROSPECTS AND OPPORTUNITIES

While uncertainty remains, recovery is driven by the rising number of households Moderate price growth boosted by innovations, including Al and smart features Media Markt becomes a strong retailer of large cooking appliances

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