

# Food Preparation Appliances in Australia

November 2023

Table of Contents

# Food Preparation Appliances in Australia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Food preparation appliances experiences a significant decline

Popularity of multifunctionality on the rise as consumers seek to reduce their appliances and energy bills

Offline channels making a comeback, while e-commerce continues to expand

## PROSPECTS AND OPPORTUNITIES

Category poised for further decline, with emphasis on value and lifestyle alignment

Rise of specialised accessories set to promote multifunctionality

Rising popularity of compact living, and emphasis on durability in marketing

#### **CATEGORY DATA**

- Table 1 Sales of Food Preparation Appliances by Category: Volume 2018-2023
- Table 2 Sales of Food Preparation Appliances by Category: Value 2018-2023
- Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023
- Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023
- Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023
- Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023
- Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028
- Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028
- Table 10 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

# Consumer Appliances in Australia - Industry Overview

#### **EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

# MARKET INDICATORS

- Table 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 13 Replacement Cycles of Consumer Appliances by Category 2018-2024

## MARKET DATA

- Table 14 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 15 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 16 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 17 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 22 Sales of Small Appliances by Category: Volume 2018-2023
- Table 23 Sales of Small Appliances by Category: Value 2018-2023
- Table 24 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 25 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 26 NBO Company Shares of Major Appliances: % Volume 2019-2023

- Table 27 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 28 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 29 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 30 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 31 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 32 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 33 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 34 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 35 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 36 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 40 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 41 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 42 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 43 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

## 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/food-preparation-appliances-in-australia/report.