

Food Preparation Appliances in Austria

January 2024

Table of Contents

Food Preparation Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand remains curbed following an uplift in sales during COVID-19
Food processors record a double-digit decline following a strong uplift
De'Longhi-Kenwood invests in advertising and promotion to retain its lead

PROSPECTS AND OPPORTUNITIES

End of a downward trend as demand for food preparation appliances recovers
Food processors drive the strongest retail volume sales across the forecast period
The interest in health and wellness supports sales of slow juicers and blenders

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 Austria - 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

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SOURCES

Summary 1 - Research Sources

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