

Large Cooking Appliances in Hungary

December 2023

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Large Cooking Appliances in Hungary - Category analysis

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2023 DEVELOPMENTS

Sales decline as consumers postpone purchases during a time of rising prices

Miele launches sustainability innovations and enhanced durability features

Freestanding cooker hoods and cookers are the worst performers

PROSPECTS AND OPPORTUNITIES

Ongoing innovation and rising promotional activities drive volume growth

Built-in cooker hoods will drive the strongest growth over the forecast period

The penetration of connected models will increase in ovens and built-in hobs

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