Euromonitor International

Consumer Appliances in the Czech Republic

March 2026

Table of Contents

Consumer Appliances in the Czech Republic

EXECUTIVE SUMMARY

Consumers appliances posts modest growth despite eased inflation

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Aggressive pricing and consolidation erode profitability
Smart and AI-powered features drive innovation across the market
Chart 2 - Aeno Introduces AI-Powered Hair Dryer
Regulation drives expansion in sustainable offerings
Chart 3 - New Energy Labels Redefine Sustainability Values

WHAT'S NEXT?

Consumer appliances market to recover with modest growth
Chart 4 - Analyst Insight
E-commerce will continue driving category growth
Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Private label strengthens its position in a challenging market

CHANNELS

Retail e-commerce drives sales across most categories

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030
Chart 7 - PEST Analysis in the Czech Republic 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in the Czech Republic 2025
Chart 9 - Consumer Landscape in the Czech Republic 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dishwashers to benefit from improved market penetration
Chart 10 - Key Trends 2025

INDUSTRY PERFORMANCE

Retail volume sales supported by intensified promotional campaigns
Demand for sustainable dishwashers continues to rise
Chart 11 - Philco Introduces PDI1049 BBIT, a Class B Dishwasher
Smart and AI-powered dishwashers are gaining traction
Chart 12 - Bosch Introduces a Refreshed Version of its Serie 8 Model

WHAT'S NEXT?

Dishwashers to benefit from improved market penetration

Competition will likely intensify as Midea finalises the acquisition of Teka

Chart 13 - Analyst Insight

Sustainability will continue shaping demand as regulation become stricter

COMPETITIVE LANDSCAPE

Leading manufacturers maintain market share with innovative solutions

CHANNELS

Retail offline is becoming increasingly consolidated as OKAY exits

COUNTRY REPORTS DISCLAIMER

Home Laundry Appliances in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Automatic washer dryers drive demand for home laundry appliances

Chart 14 - Key Trends 2025

INDUSTRY PERFORMANCE

Automatic washing machines dominate sales, dryers drive growth

New energy labels reshape automatic dryers

Chart 15 - New Energy Labels Boost Sales by Establishing New Standards for Energy-Efficient Dryers

Advanced technical functionality winning over connectivity

Chart 16 - Advanced Technical Features Winning Over Connectivity

WHAT'S NEXT?

Growth in home laundry appliances driven by automatic dryers

Chart 17 - Analyst Insight

EU's right to Repair directive set to contribute to longer replacement cycle

Technological innovation to focus on sustainability and functionality

COMPETITIVE LANDSCAPE

Leading companies maintain their positions in a concentrated market

CHANNELS

E-commerce continues cementing its position as traditional channels decline

COUNTRY REPORTS DISCLAIMER

Large Cooking Appliances in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining demand for cooker hoods and freestanding cookers affect performance

Chart 18 - Key Trends 2025

INDUSTRY PERFORMANCE

Stagnating housing market impacts appliance sales

Smart and AI-powered appliances enhance cooking experience

Chart 19 - De Dietrich's DOP4756MB Bet on Convenience to Drive Demand

Multi-functionality and smart features drive innovation
Chart 20 - LG Officially Introduces InstaView in the Czech Republic

WHAT'S NEXT?

Manufacturers shift focus to innovative and energy-efficient products
Chart 21 - Analyst Insight
Beko's new production facility likely to intensify competition
Innovation to be centred on improvement in sustainable and safety features

COMPETITIVE LANDSCAPE

Hisense Group maintains its lead with innovative products

CHANNELS

Retail e-commerce drives sales of large cooking appliances

COUNTRY REPORTS DISCLAIMER

Microwaves in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for microwaves affected by momentum in multi-functional appliances
Chart 22 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers are opting for entry-level microwaves
Multi-functionality and compact microwaves are gaining traction in urban areas
Chart 23 - Sencor is Betting on Affordability and Convenience
Inverter technology gains traction for energy efficiency

WHAT'S NEXT?

Consumers to continue demanding multi-functionality and convenience
Chart 24 - Analyst Insight
Innovation set to be centred on added functionality and convenience
Sustainability will remain an important demand feature

COMPETITIVE LANDSCAPE

Gorenje remains the leading player

CHANNELS

E-commerce dominates sales of microwaves with competitive pricing

COUNTRY REPORTS DISCLAIMER

Refrigeration Appliances in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fridge freezers to drive demand during the forecast period
Chart 25 - Key Trends 2025

INDUSTRY PERFORMANCE

Declining sales amidst economic struggles and high saturation
Demand for energy-efficient models continue to rise despite easing inflation

Chart 26 - Liebherr Introduces Class A Built-In Refrigeration Appliance
New models with advanced features emerge as demand for convenience rises
Chart 27 - AI-Powered Appliances Are Dominated by Korean Brands

WHAT'S NEXT?

Manufacturers innovate with energy-efficient solutions
Chart 28 - Analyst Insight
Demand for energy-efficient models likely to continue increasing
Innovation in AI-powered refrigerators likely focus on added convenience

COMPETITIVE LANDSCAPE

Beko Europe maintains its lead despite the intensified competition

CHANNELS

Retail e-commerce continues to lead as offline retail become more concentrated

COUNTRY REPORTS DISCLAIMER

Air Conditioners in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heatwaves drive demand for air conditioners
Chart 29 - Key Trends 2025

INDUSTRY PERFORMANCE

Climate change continues to drive demand for air conditioners
Regulation changes are driving demand for energy efficient models
Chart 30 - Xiaomi Introduces the Mijia Air Conditioner Pro Eco 3.5 KW in 2025
More AI-powered air conditioners are emerging
Chart 31 - AI-Powered Air Conditioners Can Enhance Functionality and Improve Efficiency

WHAT'S NEXT?

Regulatory changes drive growth and innovation
Chart 32 - Analyst Insight
Sustainability will continue shaping air conditions as regulations tighten
Demand for multi-functional air conditioners to continue rising

COMPETITIVE LANDSCAPE

Leading manufacturers maintain market share with innovative solutions

CHANNELS

E-commerce drives sales of portable room air conditioners

COUNTRY REPORTS DISCLAIMER

Heat Pumps in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Air-to-water heat pumps drive the recovery in 2025
Chart 33 - Key Trends 2025

INDUSTRY PERFORMANCE

Government subsidy supports recovery in air-to-water heat pumps
AI-powered functionality emerging as smart features are becoming more common
Chart 34 - Smart Features Are Standard as AI-Powered Functionality Starts to Appear
New Green Savings programme boosts demand
Chart 35 - Updated Financial Subsidies Boost Sales of Heat Pumps

WHAT'S NEXT?

State support and energy efficiency to drive growth
Chart 36 - Analyst Insight
Mergers and acquisitions reshape market dynamics
Innovation likely to be centred on sustainable offerings.

COMPETITIVE LANDSCAPE

Leading players maintain their positions through strategic investments

CHANNELS

Installer-driven sales dominate distribution landscape

COUNTRY REPORTS DISCLAIMER

Food Preparation Appliances in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Blenders drive sales in food preparation appliances
Chart 37 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising demand for portable blenders and food processors drives growth
Chart 38 - New Tefal Blend Up Addresses Demand for Versatile Blenders
SharkNinja is gaining traction through innovation and social media campaigns
Chart 39 - SharkNinja is Gaining Momentum in the Czech Republic
Health and wellness focus influences product development

WHAT'S NEXT?

Consumers prioritise multi-functionality and convenience
Chart 40 - Analyst Insight
Health and wellness to continue shaping demand

COMPETITIVE LANDSCAPE

Tefal maintains lead despite intensified competition

CHANNELS

Retail e-commerce drives sales through convenience and accessibility

COUNTRY REPORTS DISCLAIMER

Personal Care Appliances in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for multi-functional and premium products driving sales
Chart 41 - Key Trends 2025

INDUSTRY PERFORMANCE
At-home professional results drive demand for premium devices
Multi-functionality and compact design influence product innovation
Chart 42 - Dyson’s Airwrap Aims at Meeting Rising Demand for Multi-Functional Hair Dryers
Smart and AI-powered devices gain traction among consumers
Chart 43 - Aeno Introduces AI-Powered Hair Dryer
WHAT’S NEXT?
Consumers will drive demand for premium and multi-functional products
Chart 44 - Analyst Insight
E-commerce remains dominant distribution channel with continued growth
Rising consumer expectations will continue driving innovation
COMPETITIVE LANDSCAPE
Dyson and SharkNinja drive competition with innovative products
CHANNELS
E-commerce drives growth with convenience and competitive pricing
COUNTRY REPORTS DISCLAIMER
Small Cooking Appliances in the Czech Republic
KEY DATA FINDINGS
2025 DEVELOPMENTS
Air fryers to continue driving sales during the forecast period
Chart 45 - Key Trends 2025
INDUSTRY PERFORMANCE
Espresso coffee machines continue to help drive increasing value sales
Demand for air fryers benefits from the rising wellness trend
Chart 46 - TeFal Easy Fry Far-infrared Vision Targets Health-Conscious Consumers
Innovative products emerge with advanced features
Chart 47 - The Ninja Brand is Capturing the Attention of Czech Consumers
WHAT’S NEXT?
Consumers will drive demand for multi-functional appliances
Chart 48 - Analyst Insight
Sustainable offerings set to continue expanding
E-commerce will continue driving intensified competition
COMPETITIVE LANDSCAPE
Groupe SEB and De’Longhi lead small cooking appliances
Chart 49 - Vorwerk’s Thermomix TM7 Multi-Functional Small Appliance
CHANNELS
E-commerce generates more than half of volume sales
COUNTRY REPORTS DISCLAIMER
Vacuum Cleaners in the Czech Republic
KEY DATA FINDINGS
2025 DEVELOPMENTS

Steam vacuum cleaners to remain the fastest-growing category
Chart 50 - Key Trends 2025

INDUSTRY PERFORMANCE

Chinese brands drive growth with innovative smart vacuum cleaners
Chart 51 - Rowenta X Clean Leverages AI to Improve the User Experience
Robotic vacuum cleaners drive dynamic value growth with smart features
Chart 52 - Smart and AI-Powered Functions not Reserved only for Premium Models

WHAT'S NEXT?

Premiumisation and smart technology adoption will continue driving demand
Chart 53 - Analyst Insight
More brands will adopt sustainable business models as regulations become stricter

COMPETITIVE LANDSCAPE

Chinese brands gain ground with innovative robotic vacuum cleaners
Chart 54 - Dyson Taps into the Growing Wet and Dry Vacuum Category

CHANNELS

E-commerce dominates vacuum cleaner sales with convenience

COUNTRY REPORTS DISCLAIMER

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/consumer-appliances-in-the-czech-republic/report.