Euromonitor International

Food Preparation Appliances in Romania

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Food Preparation Appliances in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness trends boost demand for multifunctional appliances
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Strong sales growth driven by consumer trends
Blenders lead the market, driven by health trends
Smart and AI-powered appliances revolutionise the market
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WHAT'S NEXT?

Consumers drive demand for smart and multifunctional appliances
Blenders maintain dominance as food processors show promise
E-commerce continues to expand with omnichannel retailing

COMPETITIVE LANDSCAPE

Leading international brands dominate market share
No significant mergers or acquisitions in 2025

CHANNELS

Appliances and electronics specialists drive offline sales
Retail e-commerce gains traction with omnichannel retailing
No new retail concepts or collaborations emerge

PRODUCTS

Smart and AI-powered features drive value sales growth
Health and wellness trend boosts demand for blenders
Premiumisation remains a key driver of market growth
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KEY DATA FINDINGS

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Sustainability and smart features drive consumer appliance growth
Air conditioners and smart appliances lead growth with innovative features
E-commerce and premiumisation to shape business strategies
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COMPETITIVE LANDSCAPE

Beko Corp maintains its position amongst leading companies with strong brand portfolio
Opportunities emerge from technological advancements and consumer trends

CHANNELS

Appliances and electronics specialists lead offline sales
Retail e-commerce gains traction with omnichannel retailers
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PRODUCTS

Smart and AI-powered features drive innovation
Sustainability and energy efficiency gain traction
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