



Food Preparation Appliances in Hong Kong, China

February 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Key trends push retail value sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and energy efficiency drive retail value sales growth

Chart 2 - KitchenAid 7-Cup Food Processor: Compact Design and Suitable for Everyday Use

Compact designs and multi-functionality gain traction

Versatile products perform well

WHAT'S NEXT?

Rising demand for convenience and smart technology

Blenders to push retail volume sales

Online and sustainability developments to influence consumer behaviour

COMPETITIVE LANDSCAPE

Leading players maintain positions

No major mergers or acquisitions, limited new launches in a stable competitive environment

CHANNELS

Retail e-commerce continues to gain importance

Direct-to-consumer trend affects retail mix

Chart 3 - Springlane Makes Custom Blenders Available for Global Shipping

Consumer Appliances in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Slow retail volume sales growth in a challenging market

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Varying retail volume growth performances

Multi-functionality and compact design and smart and AI-powered appliances shape the industry

Chart 6 - Bosch Releases a 82x60cm Mini Fridge for Space-Conscious Consumers

Chart 7 - Samsung Launches its Bespoke AI Microwave Series

Sustainability drives innovation in product design

Chart 8 - Panasonic Launches Energy-Efficient Rice Cooker with Induction Heating/Infrared Tech

WHAT'S NEXT?

Microwaves to register the highest retail volume and value CAGRs

Air conditioners to remain the largest contributor in value sales terms

Personal care appliances to maintain highest retail volume sales

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading companies gain a competitive edge through innovation catering to key trends

New entrants and e-commerce pose challenges

CHANNELS

Apparel and electronics specialists retain their appeal among local consumers

Retail e-commerce develops as a channel to gain weight in the industry

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Hong Kong, China 2025

Chart 13 - Consumer Landscape in Hong Kong, China 2025

SOURCES

Summary 1 - Research Sources

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