



Euromonitor
International

Small Cooking Appliances in Ukraine

March 2026

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Small Cooking Appliances in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Small cooking appliances benefit from affordability, energy efficiency and multifunctionality

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Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Affordable energy-efficient products drive sales amid economic pressures

Kettles dominate sales as consumers prioritise convenience

Coffee machines a key growth driver fuelled by smart technology integration

Chart 3 - Differentiated Demand for Coffee Machines

WHAT'S NEXT?

Consumers drive demand for affordable, energy-efficient appliances

Kettles remain largest subcategory, coffee machines drive growth

Key trends shaping the future of small cooking appliances

COMPETITIVE LANDSCAPE

Tefal and Philips maintain lead as cost-focused brands gain ground

Players offer a wide range of options to target different consumer segments

CHANNELS

E-commerce drives sales of small cooking appliances

No new retail brands or concepts to watch

Online shopping popularity driven by convenience and technology

PRODUCTS

Manufacturers innovate with a focus on multi-functionality and convenience

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INDUSTRY PERFORMANCE

Ukrainians prioritise energy-efficient appliances amid economic pressures

Players focus on meeting the needs of a broad base of consumers

Players respond to evolving consumer demands

WHAT'S NEXT?

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Consumers expected to show growing demand for multifunctional and compact designs

Home laundry appliances to be the fastest-growing subcategory

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COMPETITIVE LANDSCAPE

Established players dominate with innovation and value

No significant mergers or acquisitions in 2025

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Omnichannel retailing drives growth in consumer appliances

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