



Food Preparation Appliances in Ukraine

March 2026

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2025 DEVELOPMENTS

Home cooking and healthy eating trends fuel demand for food preparation appliances

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Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Economic challenges and consumer trends drive sales

Blenders leads the category

Focus on health and cordless products influences market demand

WHAT'S NEXT?

Consumers seek multifunctionality and energy efficiency

Sales of blenders set to benefit from their versatility and offer of health benefits

Rental and subscription models gaining traction amid economic uncertainty

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Established leaders maintain market share despite new entrants

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No significant mergers or acquisitions in 2025

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Appliances and electronics specialists still dominate

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INDUSTRY PERFORMANCE

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Established players dominate with innovation and value

No significant mergers or acquisitions in 2025

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