



Euromonitor
International

Small Cooking Appliances in Australia

December 2025

Table of Contents

Small Cooking Appliances in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium coffee and convenience fuel sales of small cooking appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Constrained household finances weigh on demand for small cooking appliances

Rising preference for premium coffee boosts demand for espresso machines

Consumers embrace convenience and healthy meal with air fryers and rice cookers

WHAT'S NEXT?

Consumer interest in kitchen aids to drive future growth

Circular economy principles likely to push demand for sustainable products

COMPETITIVE LANDSCAPE

Breville Group Ltd retains lead with wide product portfolio

Sustainability and convenience drive market opportunities

Limited kitchen space fuels demand for all-in-one solutions

Chart 2 - SatisFry Multicooker Reflects Shift Towards All-In-One Cooking Simplicity

CHANNELS

Specialists appreciated for personalised consumer guidance

E-commerce gains share with wider product selection and pricing advantage

Chart 3 - Analyst Insight

PRODUCTS

Multifunctionality and compact design evident in Tefal's latest dual-drawer air fryer range

Chart 4 - Tefal Responds to Rising Demand for Nutrient-Preserving Cooking at Home

Convenience trends inspire innovative and flexible appliance designs

Chart 5 - Ninja Responds to Family Needs With Flexible, Hands-Off Air Frying

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Australia - Industry Overview](#)

EXECUTIVE SUMMARY

How innovation and energy efficiency shape Australian consumer appliance choices

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Australians seek value, innovation and energy-efficient appliances

Chart 7 - Analyst Insight

Air treatment products continues to make gains, driven by health and wellness concerns

Refrigeration appliances drives growth through innovation

WHAT'S NEXT?

Australians will continue to prioritise innovative appliances offering long-term value

Refrigeration appliances and air treatment products to see further growth

Australians to become increasingly discerning in their purchasing decisions

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands sustain share through innovation

Strong performance by Dyson as it continues to focus on new launches

CHANNELS

Appliances and electronics specialists leads distribution through expertise

E-commerce gains influence in product discovery and price comparison

PRODUCTS

Miele and Panasonic drive innovation with eco-friendly designs

Chart 9 - Miele Sets Efficiency Benchmark with 6-Star WELS Dishwasher in 2025

Chart 10 - Panasonic NN-CD88QSQPQ Drives Trading Up in Compact, Multifunctional Microwaves

Roborock revolutionises cleaning with automation and convenience

Chart 11 - Roborock Launches Q10V+ in Australia With Self-Empty Dock and 10,000Pa Suction

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Australia 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Australia 2025

Chart 15 - Consumer Landscape in Australia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/small-cooking-appliances-in-australia/report.