

Large Cooking Appliances in Romania

January 2024

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2023 DEVELOPMENTS

Large cooking appliances face same challenges as most other major appliances

Built-in large cooking appliances manage small positive sales thanks to relatively low penetration

Ongoing move to electric cooking appliances, stimulated by high gas prices and government incentives

PROSPECTS AND OPPORTUNITIES

Slow growth expected over the coming years, as category is already relatively mature

Sustainability trends will continue to influence purchasing decisions

Good prospects for online sales, thanks to retailers' omnichannel strategies

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