

# Large Cooking Appliances in Denmark

December 2023

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## Large Cooking Appliances in Denmark - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Volume sales remain in decline

Steam features improve oven functionality and health benefits

Manufacturers shift focus to connectivity and appliance and service bundles

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Financial concerns to hamper sales

Sustainability issues will shape purchasing decisions

Consumers seek compact and high performance appliances that blend with home interiors

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