

Large Cooking Appliances in the Czech Republic

December 2023

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Large Cooking Appliances in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in kitchen appliances decline due to mortgages and slowdown of real estate Premium offers and Al features arrive in the Czech Republic, boosting retail value E-commerce loses ground as consumers return to traditional retail

PROSPECTS AND OPPORTUNITIES

Retail volumes of large cooking appliances to decline before rebound Built-in hobs remain popular as consumers replace their outdated cookers Players focus on functionality and innovations to boost retail value growth

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