

Small Cooking Appliances in Romania

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance for small cooking appliances, as consumers continue to seek efficient kitchen products
Coffee machines register another year of strong growth
Consumers welcome innovation in small cooking appliances, from state-of-the-art features to energy efficiency

PROSPECTS AND OPPORTUNITIES

Energy efficiency will continue to be a key selling point over the forecast period
Sustainability set to be another hot topic, heralding stronger growth for more eco-friendly options
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