



Large Cooking Appliances in Greece

December 2022

Table of Contents

Large Cooking Appliances in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Induction cookers drive growth for built-in hobs

Fluctuations in share

Developments in the housing market affect performance

PROSPECTS AND OPPORTUNITIES

Made in Greece products to be introduced in cooking appliances

Growth in large cooking appliances to derive from built-in models

Induction cookers to remain a growth driver for hobs

CATEGORY DATA

Table 1 - Sales of Large Cooking Appliances by Category: Volume 2017-2022

Table 2 - Sales of Large Cooking Appliances by Category: Value 2017-2022

Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2017-2022

Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2017-2022

Table 5 - Sales of Built-in Hobs by Format: % Volume 2017-2022

Table 6 - Sales of Ovens by Connected Appliances: % Volume 2018-2022

Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2018-2022

Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2019-2022

Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2018-2022

Table 10 - NBO Company Shares of Ovens: % Volume 2018-2022

Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2018-2022

Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2018-2022

Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2018-2022

Table 14 - NBO Company Shares of Cookers: % Volume 2018-2022

Table 15 - Distribution of Large Cooking Appliances by Format: % Volume 2017-2022

Table 16 - Forecast Sales of Large Cooking Appliances by Category: Volume 2022-2027

Table 17 - Forecast Sales of Large Cooking Appliances by Category: Value 2022-2027

Table 18 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2022-2027

Table 19 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2022-2027

Consumer Appliances in Greece - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 20 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 21 - Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 22 - Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 23 - Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

Table 24 - Sales of Consumer Appliances by Category: Volume 2017-2022

Table 25 - Sales of Consumer Appliances by Category: Value 2017-2022

Table 26 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 27 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022
Table 28 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 32 - Sales of Small Appliances by Category: Volume 2017-2022
Table 33 - Sales of Small Appliances by Category: Value 2017-2022
Table 34 - Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 35 - Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 36 - NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 37 - LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 38 - NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 39 - LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 40 - Distribution of Major Appliances by Format: % Volume 2017-2022
Table 41 - Distribution of Small Appliances by Format: % Volume 2017-2022
Table 42 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 43 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 44 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 45 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 46 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 50 - Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 51 - Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 52 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 53 - Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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/large-cooking-appliances-in-greece/report.