

Large Cooking Appliances in Italy

November 2022

Table of Contents

Large Cooking Appliances in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales decline as Italians start dining out again

Modern and innovative ovens help consumers cook, avoid food waste, and offer self-cleaning functionality

Government stimulus programme continues to support demand but economic pressures starting to take their toll

PROSPECTS AND OPPORTUNITIES

Innovation of meaning for cooker hoods

Cheaper foreign brands could gain an advantage as prices rise

Outdoor kitchens could present opportunities for development

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 - NBO Company Shares of Range Cookers: % Volume 2018-2022

Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2017-2022

Table 17 - Production of Large Cooking Appliances: Total Volume 2017-2022

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

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

Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2022-2027

Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2022-2027

Consumer Appliances in Italy - 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 22 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 23 - Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 24 - Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 25 - Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

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

Table 27 - Sales of Consumer Appliances by Category: Value 2017-2022
 Table 28 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022
 Table 29 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022
 Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
 Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
 Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
 Table 33 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
 Table 34 - Sales of Small Appliances by Category: Volume 2017-2022
 Table 35 - Sales of Small Appliances by Category: Value 2017-2022
 Table 36 - Sales of Small Appliances by Category: % Volume Growth 2017-2022
 Table 37 - Sales of Small Appliances by Category: % Value Growth 2017-2022
 Table 38 - NBO Company Shares of Major Appliances: % Volume 2018-2022
 Table 39 - LBN Brand Shares of Major Appliances: % Volume 2019-2022
 Table 40 - NBO Company Shares of Small Appliances: % Volume 2018-2022
 Table 41 - LBN Brand Shares of Small Appliances: % Volume 2019-2022
 Table 42 - Distribution of Major Appliances by Format: % Volume 2017-2022
 Table 43 - Distribution of Small Appliances by Format: % Volume 2017-2022
 Table 44 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
 Table 45 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027
 Table 46 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
 Table 47 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
 Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
 Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
 Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
 Table 51 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
 Table 52 - Forecast Sales of Small Appliances by Category: Volume 2022-2027
 Table 53 - Forecast Sales of Small Appliances by Category: Value 2022-2027
 Table 54 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
 Table 55 - 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-italy/report.