



Small Cooking Appliances in Italy

December 2023

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Small Cooking Appliances in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Imported products from the Far East back in vogue while coffee machines retain their appeal

Conscious consumption comes to the fore as consumers become more concerned about climate change

Healthy eating becoming a growing concern but also an ongoing growth driver for sales of air fryers

PROSPECTS AND OPPORTUNITIES

Preference for multifunctional products could undermine demand for small cooking appliances

Home improvement stores expected to stake a stronger foothold in the market

Light fryers and kettles set for growth while sales of pod coffee machines are expected suffer from high prices and environmental concerns

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