



# Large Cooking Appliances in Portugal

January 2024

Table of Contents

## Large Cooking Appliances in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Falling demand due to tighter household budgets  
Rising demand for premium appliances  
Teka benefits from strong position in built-in segment and price/quality image

#### PROSPECTS AND OPPORTUNITIES

Maturity is a challenge limiting volume growth potential  
Private label likely to gain share as financial strife continues  
Design and connectivity to fuel product innovation

#### CATEGORY DATA

Table 1 - Sales of Large Cooking Appliances by Category: Volume 2018-2023  
Table 2 - Sales of Large Cooking Appliances by Category: Value 2018-2023  
Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023  
Table 5 - Sales of Built-in Hobs by Format: % Volume 2018-2023  
Table 6 - Sales of Ovens by Smart Appliances: % Volume 2019-2023  
Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023  
Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023  
Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023  
Table 10 - NBO Company Shares of Ovens: % Volume 2019-2023  
Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023  
Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023  
Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023  
Table 14 - NBO Company Shares of Cookers: % Volume 2019-2023  
Table 15 - NBO Company Shares of Range Cookers: % Volume 2019-2023  
Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023  
Table 17 - Production of Large Cooking Appliances: Total Volume 2018-2023  
Table 18 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028  
Table 19 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028  
Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028  
Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

## Consumer Appliances in Portugal - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture  
2023 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 2018-2024  
Table 23 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 24 - Sales of Consumer Appliances by Category: Volume 2018-2023  
Table 25 - Sales of Consumer Appliances by Category: Value 2018-2023  
Table 26 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 28 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 32 - Sales of Small Appliances by Category: Volume 2018-2023

Table 33 - Sales of Small Appliances by Category: Value 2018-2023

Table 34 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 35 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 36 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 37 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 38 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 39 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 40 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 41 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 42 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 43 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 44 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 46 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 50 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 51 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 52 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 53 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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