



Euromonitor
International

Food Preparation Appliances in Australia

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Food Preparation Appliances in Australia - Category analysis

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2023 DEVELOPMENTS

Food preparation appliances experiences a significant decline

Popularity of multifunctionality on the rise as consumers seek to reduce their appliances and energy bills

Offline channels making a comeback, while e-commerce continues to expand

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Category poised for further decline, with emphasis on value and lifestyle alignment

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