



**Euromonitor
International**

Large Cooking Appliances in Romania

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slight rise in volume growth of large cooking appliances
- Positive performance for built-in hobs
- A long-term approach to large cooking appliances

PROSPECTS AND OPPORTUNITIES

- Built-in large cooking appliances will grow at a faster pace
- Ongoing focus on sustainability
- Good prospects for built-in hobs

CATEGORY DATA

- Table 1 - Sales of Large Cooking Appliances by Category: Volume 2019-2024
- Table 2 - Sales of Large Cooking Appliances by Category: Value 2019-2024
- Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024
- Table 5 - Sales of Built-in Hobs by Format: % Volume 2019-2024
- Table 6 - Sales of Ovens by Smart Appliances: % Volume 2020-2024
- Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024
- Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024
- Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2020-2024
- Table 10 - NBO Company Shares of Ovens: % Volume 2020-2024
- Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2020-2024
- Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024
- Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024
- Table 14 - NBO Company Shares of Cookers: % Volume 2020-2024
- Table 15 - NBO Company Shares of Range Cookers: % Volume 2020-2024
- Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2019-2024
- Table 17 - Production of Large Cooking Appliances: Total Volume 2019-2024
- Table 18 - Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029
- Table 19 - Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029
- Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029
- Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

Consumer Appliances in Romania - Industry Overview

EXECUTIVE SUMMARY

- Consumer appliances in 2024: The big picture
- 2024 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 2019-2025
- Table 23 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 24 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 25 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 26 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 28 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 32 - Sales of Small Appliances by Category: Volume 2019-2024

Table 33 - Sales of Small Appliances by Category: Value 2019-2024

Table 34 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 35 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 36 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 37 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 38 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 39 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 40 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 41 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 42 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 43 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 44 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 45 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 46 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 50 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 51 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 52 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 53 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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-romania/report.