



# Large Cooking Appliances in Romania

January 2024

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## Large Cooking Appliances in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Large cooking appliances face same challenges as most other major appliances  
Built-in large cooking appliances manage small positive sales thanks to relatively low penetration  
Ongoing move to electric cooking appliances, stimulated by high gas prices and government incentives

#### PROSPECTS AND OPPORTUNITIES

Slow growth expected over the coming years, as category is already relatively mature  
Sustainability trends will continue to influence purchasing decisions  
Good prospects for online sales, thanks to retailers' omnichannel strategies

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