



Euromonitor
International

Small Cooking Appliances in Austria

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Upturn in demand, but poor performance coffee machines hamper small cooking appliances
- Noticeable recovery in demand for espresso coffee machines
- Thermomix is responsible for a new but expensive product in small cooking appliances

PROSPECTS AND OPPORTUNITIES

- Outlook for most sub-categories is positive, but coffee machines are likely to see slower growth
- Cooperation with WMF brings SEB brands advantages for the near future
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