



Small Cooking Appliances in Austria

January 2024

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Small Cooking Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising price sensitivity with a focus on essential items challenges sales in 2023
Coffee machines record a downward trend after an uplift for espresso coffee machines
De'Longhi-Kenwood GmbH retains its lead as management changes

PROSPECTS AND OPPORTUNITIES

Slow upward trend, boosted by the growing number of households in Austria
The strong household presence of durable espresso coffee machines leads to a volume decline
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