



# Small Cooking Appliances in Romania

January 2024

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## Small Cooking Appliances in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive performance for small cooking appliances, as consumers continue to seek efficient kitchen products  
Coffee machines register another year of strong growth  
Consumers welcome innovation in small cooking appliances, from state-of-the-art features to energy efficiency

#### PROSPECTS AND OPPORTUNITIES

Energy efficiency will continue to be a key selling point over the forecast period  
Sustainability set to be another hot topic, heralding stronger growth for more eco-friendly options  
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