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International

Food Preparation Appliances in the Czech Republic

March 2026

Food Preparation Appliances in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Blenders drive sales in food preparation appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising demand for portable blenders and food processors drives growth

Chart 2 - New Tefal Blend Up Addresses Demand for Versatile Blenders

SharkNinja is gaining traction through innovation and social media campaigns

Chart 3 - SharkNinja is Gaining Momentum in the Czech Republic

Health and wellness focus influences product development

WHAT'S NEXT?

Consumers prioritise multi-functionality and convenience

Chart 4 - Analyst Insight

Health and wellness to continue shaping demand

COMPETITIVE LANDSCAPE

Tefal maintains lead despite intensified competition

CHANNELS

Retail e-commerce drives sales through convenience and accessibility

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Consumer Appliances in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Consumers appliances posts modest growth despite eased inflation

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Aggressive pricing and consolidation erode profitability

Smart and AI-powered features drive innovation across the market

Chart 6 - Aeno Introduces AI-Powered Hair Dryer

Regulation drives expansion in sustainable offerings

Chart 7 - New Energy Labels Redefine Sustainability Values

WHAT'S NEXT?

Consumer appliances market to recover with modest growth

Chart 8 - Analyst Insight

E-commerce will continue driving category growth

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Private label strengthens its position in a challenging market

CHANNELS

Retail e-commerce drives sales across most categories

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in the Czech Republic 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in the Czech Republic 2025

Chart 13 - Consumer Landscape in the Czech Republic 2025

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SOURCES

Summary 1 - Research Sources

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