



Euromonitor
International

Food Preparation Appliances in Romania

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Health and wellness trends boost demand for multifunctional appliances

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Blenders lead the market, driven by health trends

Smart and AI-powered appliances revolutionise the market

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Consumers drive demand for smart and multifunctional appliances

Blenders maintain dominance as food processors show promise

E-commerce continues to expand with omnichannel retailing

COMPETITIVE LANDSCAPE

Leading international brands dominate market share

No significant mergers or acquisitions in 2025

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with omnichannel retailing

No new retail concepts or collaborations emerge

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Smart and AI-powered features drive value sales growth

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CHANNELS

Appliances and electronics specialists lead offline sales

Retail e-commerce gains traction with omnichannel retailers

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