



Food Preparation Appliances in Italy

February 2026

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Health and wellness focus drives multi-functional product innovation

Premium brands capitalise on design and innovation

Largest category led by blenders, driven by health focus

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Consumers will continue drive demand for multi-functional appliances

Blenders anticipated to remain largest category despite decline

COMPETITIVE LANDSCAPE

Leading brands maintain market share through innovation

New entrants and product launches drive market dynamics

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Appliances and electronics specialists drive offline sales

MediaWorld offers refurbished goods for sustainable and value conscious consumers

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Innovation in multi-functionality and energy efficiency drive consumer appliances sales

KEY DATA FINDINGS

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