



**Euromonitor
International**

Small Cooking Appliances in Romania

February 2026

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Premium and multifunctional appliances drive value growth

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Largest and fastest growing subcategories lead the way

Multi-functionality and convenience shape consumer preferences

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WHAT'S NEXT?

Convenience and sustainability drive future sales

Coffee machines and air fryers lead subcategory growth

Business impact of trends on small cooking appliances

COMPETITIVE LANDSCAPE

Bosch and Philips maintain lead with premium offerings

No significant mergers or new entrants expected

CHANNELS

Chained retailers dominate sales with strong brand presence

No new retail concepts anticipated to emerge in 2026

Retail e-commerce fuels growth with convenience and flexibility

PRODUCTS

Multi-functionality and convenience drive innovation

Premiumisation and innovation fuel sales growth

Distribution channels adapt to changing consumer habits

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Smart and AI-powered appliances lead innovation

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E-commerce and premiumisation to shape business strategies

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Beko Corp maintains its position amongst leading companies with strong brand portfolio

Opportunities emerge from technological advancements and consumer trends

CHANNELS

Appliances and electronics specialists lead offline sales

Retail e-commerce gains traction with omnichannel retailers

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PRODUCTS

Smart and AI-powered features drive innovation

Sustainability and energy efficiency gain traction

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