

Large Cooking Appliances in Austria

January 2024

Table of Contents

Large Cooking Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand suffers under consumer restraints and a faltering housing market

A decline in retail value sales as demand is low and price points ease

BSH Hausgeräte GmbH leads the landscape, offering respected brands

PROSPECTS AND OPPORTUNITIES

While uncertainty remains, recovery is driven by the rising number of households

Moderate price growth boosted by innovations, including AI and smart features

Media Markt becomes a strong retailer of large cooking appliances

CATEGORY DATA

Table 1 - Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 2 - Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 5 - Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 6 - Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 10 - NBO Company Shares of Ovens: % Volume 2019-2023

Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 14 - NBO Company Shares of Cookers: % Volume 2019-2023

Table 15 - NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 17 - Production of Large Cooking Appliances: Total Volume 2018-2023

Table 18 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 19 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 22 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 23 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 24 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 25 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 26 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 28 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 32 - Sales of Small Appliances by Category: Volume 2018-2023
Table 33 - Sales of Small Appliances by Category: Value 2018-2023
Table 34 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 35 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 36 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 37 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 38 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 39 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 40 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 41 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 42 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 43 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 44 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 45 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 46 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 50 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 51 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 52 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 53 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/large-cooking-appliances-in-austria/report.