



Large Cooking Appliances in Romania

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Large Cooking Appliances in Romania - Category analysis

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2023 DEVELOPMENTS

Large cooking appliances face same challenges as most other major appliances

Built-in large cooking appliances manage small positive sales thanks to relatively low penetration

Ongoing move to electric cooking appliances, stimulated by high gas prices and government incentives

PROSPECTS AND OPPORTUNITIES

Slow growth expected over the coming years, as category is already relatively mature

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Good prospects for online sales, thanks to retailers' omnichannel strategies

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