



# Small Appliances in Western Europe

November 2022

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Scope

Key findings

## REGIONAL OVERVIEW

Slow growth in Western Europe over the 2016-2021 period

After the pandemic's sales spike, slow growth or stagnation is expected post-2021

Most countries see slower growth in 2021 after the sales spike recorded a year earlier

Food preparation and small cooking appliances the "winners" in the pandemic

Personal care appliances add around half of new Western European sales over 2016-2021

Most countries see a slowdown in their performances in 2021

E-commerce continues closing the gap on electronics and appliance specialist retailers...

...as 2021 sees internet retailing continue to build on its major year-earlier gains

## LEADING COMPANIES AND BRANDS

Top five players generally account for at least 40% of overall sales

SEB Group increasing its online presence to try and stabilise its position

Germany and the UK the main revenue generators for the top 10 players

No changes among the top three leading brands

## FORECAST PROJECTIONS

Modest performances expected during the 2021-2026 period

Other standard coffee machines, robotic vacuum cleaners and air purifiers most dynamic

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

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UK: Market Context

UK: Competitive and Retail Landscape

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