



Euromonitor
International

Food Preparation Appliances in the United Kingdom

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and an online presence are key strategies in a challenging environment

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers demand multifunctional and time-saving kitchen devices

Blenders remains the largest category despite declining sales

Multifunctionality drives dynamic growth in mixers

WHAT'S NEXT?

Consumers will favour multifunctional kitchen devices over single-function appliances

Refurbished goods to impact sales of new appliances

Chart 2 - Analyst Insight

COMPETITIVE LANDSCAPE

Stable leadership despite declining volume sales

SharkNinja gains share through effective marketing and value

Chart 3 - SharkNinja Launches the Blast Max Portable Blender in 2025

Adaptation will be needed for companies to gain share in a challenging environment

CHANNELS

Retail e-commerce dominates distribution as consumers seek convenience

Continued rise of online shopping will continue to impact offline retail channels

PRODUCTS

Multifunctionality and portability drive innovation

Chart 4 - Thermomix Launches the TM7 Multifunctional Food Preparation Appliance in 2025

The rise of cordless and portable kitchen appliances for convenience and safety

Chart 5 - KitchenAid Launches its Go Cordless Hand Blender

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Consumer Appliances in the United Kingdom - Industry Overview

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