



**Euromonitor
International**

Consumer Appliances in Italy

February 2026

Table of Contents

Consumer Appliances in Italy

EXECUTIVE SUMMARY

Innovation in multi-functionality and energy efficiency drive consumer appliances sales

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Geopolitical uncertainty drives brands to rethink their supply chains

Multi-functionality drives sales in personal care accessories and air fryers

Introduction of the EU Green Directive boosts sales in heat pumps

Chart 2 - A New Government Bonus to Support The Installation of Heat Pumps in Italy

WHAT'S NEXT?

Sales consumer appliances set to remain at low levels, due to the lack of government bonus

Presence of Asian brands set to drive consumer appliances' competitive landscape

Chart 3 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Beko and Oral-B drive market share shifts through innovation

Fnac-Darty's acquisition and Roborock's innovation reshape competitive dynamics

Chart 4 - Analyst Insight

CHANNELS

Appliances and electronics continue to hold leading channel sales

E-commerce gains regional traction and capitalises on special events

PRODUCTS

Midea embodies multi-functionality with the launch of its new air fryer

Chart 5 - Airfryers Become Larger and Include More Functions

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Italy 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Italy 2025

Chart 9 - Consumer Landscape in Italy 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

Reduced government support slows dishwasher sales growth

Chart 10 - Key Trends 2025

INDUSTRY PERFORMANCE

Government aid declines, driving collaborations between brands and furniture specialists

Elevated electricity bills drive consumer demand for energy-efficient dishwashers

Built-in dishwashers drive growth as consumers focus on convenience

Chart 11 - Haier Focuses on Sanitisation on Consumers' Behalf

WHAT'S NEXT?

Tourism and demographic shifts set to drive demand for compact models

Built-in dishwashers expected to remain dominant, but replacement cycles remain prolonged

COMPETITIVE LANDSCAPE

Beko Europe BV leads dishwashers, following its acquisition of Whirlpool Italia Srl

Chart 12 - Analyst Insight

AEG and Electrolux launch innovative products that are set to drive future growth

CHANNELS

Appliances and electronics specialists drive offline sales

Collaborations between specialists and hypermarkets are on the rise

Chart 13 - Electrolux Launches a Promotion with Arredo3 for its Dishwashers

PRODUCTS

Bosch embodies sustainable practices, driving innovation in product design

Chart 14 - In Dishwashers, Bosch Focuses on Selling Class A and B Appliances

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slowing median disposable income stalls growth in home laundry appliances

Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability drives growth in home laundry appliances through energy efficiency

Chart 16 - Haier's SuperDrum Serie 9: Silent and Efficient

Despite slowing premium segment, Samsung embodies AI-powered innovation

Chart 17 - Samsung Bespoke AI Laundry Makes Life Easier for Consumers

Consumer preference for convenience and customisation drives differentiation in design

Chart 18 - The Smeg DN72CE Slim Tumble Dryer Exemplifies Space Optimisation

WHAT'S NEXT?

Energy efficiency set to drive future growth through innovation

Chart 19 - Analyst Insight

Washer dryers show promise, while LG is expected to embody AI innovation

Salone del Mobile is anticipated to continue being a showground for home laundry appliances

COMPETITIVE LANDSCAPE

Beko Europe BV continues to gain ground, challenging Candy Hoover Group Srl's position

Mergers and acquisitions, product launches, and emerging companies shape the market

Electronics heritage positions Sharp for washing machine market growth

CHANNELS

Appliances and electronics specialists remain the leading distribution channel

Retail e-commerce gains traction with convenient services

Electrolux focuses on advertising its Swedish origin and certifications

PRODUCTS

LG's AI technology improves drum care and reduces environmental impact

COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ovens boost sluggish volume sales in large cooking appliances

Chart 20 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers prioritise affordable luxury and smart functionality in uncertain times

Chart 21 - 70%+ Haier's Items are Compatible with hOn App

Segmented consumer preferences drive demand for multi-functional cooking appliances

Consumer demand for air purity drives sales in multi-functional hobs

Chart 22 - Miele BI Hob Gala Ed with Integrated Hood

WHAT'S NEXT?

Collaborations with renowned chefs are set to cater to segmented consumer preferences

Multi-functional cooker hoods expected to gain traction

Chart 23 - Analyst Insight

COMPETITIVE LANDSCAPE

Beko Europe BV maintains its lead, while AEG and Falmec drive competition

CHANNELS

Appliances and electronics specialists drive sales, while e-commerce gains traction

Miele's Experience Centers emerges as a prominent retail concept

PRODUCTS

Samsung captures health-conscious consumers with dual-zone smart oven

Chart 24 - Samsung Dual Cook Serie 4 NV7B4240UBB Oven Suggests Personalised Recipes

COUNTRY REPORTS DISCLAIMER

[Microwaves in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multi-functionality drives microwave sales, despite cautious consumer sentiment

Chart 25 - Key Trends 2025

INDUSTRY PERFORMANCE

Sharp drives growth with innovative products, despite low demand for microwaves

Chart 26 - Sharp Has Room for Growth in Microwaves

Freestanding microwaves lead in volume sales

Chart 27 - Midea Launches Multi-Functional Microwaves

WHAT'S NEXT?

Multi-functional appliances are expected to pose competition to microwaves

Chart 28 - Analyst Insight

Built-in microwaves set to be the fastest-growing category
Retail e-commerce is anticipated to boost access to global competitors

COMPETITIVE LANDSCAPE

Samsung Electronics Italia SpA and Beko Europe BV maintain lead with stable shares

CHANNELS

Appliance and electronics specialists drive offline sales
Ikea showcases appliances at Milan Design Week

PRODUCTS

Competition from ovens and air fryers intensifies
Chart 29 - Severin Launches MW7918 Microwave with Air Frying Function

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Refridgeration appliances experience recovery, driven by premium products
Chart 30 - Key Trends 2025

INDUSTRY PERFORMANCE

Elevated energy costs increase demand for sustainable products
Chart 31 - Whirlpool W5 821E OX2 Resets Temperature When Door is Being Opened
Haier introduces AI- and Wi-Fi-equipped fridge freezer, integrating smart technologies
Chart 32 - Haier 2D 60 Serie 7 Pro Equipped with AI and Wi-Fi Connection
Differing consumer needs spur product innovation in modular appliances
Chart 33 - Electrolux ENP7MD19S Can Switch One Part From Freezer to Fridge if Needed

WHAT'S NEXT?

While volume sales are expected to decline, opportunities arise for low-cost retailers
Consumer demand for innovative design is set to boost premium product sales
Demand for electric wine coolers/chillers is set to decline

COMPETITIVE LANDSCAPE

Incumbents maintain their market position, while Cecotec and AEG drive competition
Brand collaborations and bundled offers drive premium segment growth

CHANNELS

Appliances and electronics specialists drive offline sales growth
Midea collaborates with Mondo Convenienza to boost sales

COUNTRY REPORTS DISCLAIMER

[Air Conditioners in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainable innovation amidst heatwaves drive air conditioner sales
Chart 34 - Key Trends 2025

INDUSTRY PERFORMANCE

Segmented consumer preferences provide competition for air conditioners in Italy
Limited installation services drive demand for portable room air conditioners

WHAT'S NEXT?

Renewable energy transition shapes air conditioner efficiency priorities
Affordable brands deliver comparable performance and broaden market access
Regulatory changes drive innovation and sustainability
Chart 35 - Analyst Insight

COMPETITIVE LANDSCAPE

Midea and Samsung drive competitive shifts, while incumbents maintain their lead

CHANNELS

Appliances and electronics specialists remains the leading distribution channel
Hisense concept store creates immersive brand experience

PRODUCTS

Olimpia Splendid partners with Pininfarina to enhance air conditioner aesthetics
Chart 36 - Olimpia Splendid Pays Attention to Product Design and Look, Alongside Efficiency

COUNTRY REPORTS DISCLAIMER

[Heat Pumps in Italy](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

European Green Directive set to drive strategic investments, boosting heat pump sales
Chart 37 - Key Trends 2025

INDUSTRY PERFORMANCE

Government incentives and green directives accelerate heat pump adoption
Air source heat pumps dominate the market, while ground source heat pumps gain traction
Chart 38 - Milan Area is a Case Study for Ground and Geothermal Heat Pumps
Supply chain resilience affects sales growth
Chart 39 - LG Acquires 100% Stake of Norse Company OSO

WHAT'S NEXT?

Domestic producers increase production capacity amid anticipated supply chain challenges
Air source heat pumps set to remain the strongest category in Italy
Supply chain resilience and training to shape future growth

COMPETITIVE LANDSCAPE

Daikin and Ariston drive competition with strategic investments
Olimpia Splendid and Edera collaborate on sustainable projects
Acquisitions and innovation in new product launches drive future growth
Chart 40 - Analyst Insight

CHANNELS

Final installers drive heat pump sales through personalised service

PRODUCTS

Final installers drive heat pump sales through personalised service
Chart 41 - Ariston Develops a Platform to Support Both B2B and B2C Consumers

COUNTRY REPORTS DISCLAIMER

Food Preparation Appliances in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite a volume sales decline, health and wellness trends drive consumer interest

Chart 42 - Key Trends 2025

INDUSTRY PERFORMANCE

Health and wellness focus drives multi-functional product innovation

Premium brands capitalise on design and innovation

Largest category led by blenders, driven by health focus

WHAT'S NEXT?

Consumers will continue drive demand for multi-functional appliances

Blenders anticipated to remain largest category despite decline

COMPETITIVE LANDSCAPE

Leading brands maintain market share through innovation

New entrants and product launches drive market dynamics

CHANNELS

Appliances and electronics specialists drive offline sales

MediaWorld offers refurbished goods for sustainable and value conscious consumers

COUNTRY REPORTS DISCLAIMER

Personal Care Appliances in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

A focus on health and wellness, and multi-functional products, support low sales

Chart 43 - Key Trends 2025

INDUSTRY PERFORMANCE

Inflation dampens spending on home grooming, while oral care remains important

Genderless shaving trend drives demand for grooming products

Hair care appliances remain popular, driven by innovation in multi-functional products

Innovation in other personal care appliances focussed on cordless products

Chart 44 - Panasonic Series 900 Men's Shavers Stays in One Hand

WHAT'S NEXT?

Consumers expected to drive demand for versatile hair care appliances

Chart 45 - Analyst Insight

European brands anticipated to prioritise reshoring to mitigate risks

COMPETITIVE LANDSCAPE

Dreame drives growth with innovative and affordable products

Trevidea capitalises on Girmi's heritage with new launches

CHANNELS

Appliances and electronics specialists lead retail distribution

Emerging collaborations drive sales and brand visibility

COUNTRY REPORTS DISCLAIMER

Small Cooking Appliances in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing competition from Asian brands slow small cooking appliances sales

Chart 46 - Key Trends 2025

INDUSTRY PERFORMANCE

Sales supported by premiumisation and changing consumer habits

SharkNinja expands product range into coffee machines, boosting category sales

Chart 47 - SharkNinja Launches Coffee Machines in Italy

Air fryers lead growth with multifunctionality and innovation

Chart 48 - Ariete's Air Fryer Cooks a Full Meal, for an Affordable Price

WHAT'S NEXT?

Premium home experiences support steady small appliances growth

Air fryers expected to drive small cooking appliances' growth, driven by multi-functionality

Chart 49 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain their lead, while emerging companies like Girmi grow in popularity

Nuo Octagon's acquisition of Bialetti is set to reshape market dynamics

CHANNELS

Retail e-commerce remains the leading distribution channel

Coffee machine brands excel with experience-driven retail concepts

PRODUCTS

Smartwares introduces major product innovations in air fryers

KitchenAid embodies convenience and customisation with its new line of coffee machines

Chart 50 - KitchenAid Launches a New Range of Coffee Machines

Product innovation is set to drive competition between smart kettles and coffee machines

COUNTRY REPORTS DISCLAIMER

Vacuum Cleaners in Italy

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic uncertainty slows vacuum cleaners sales

Chart 51 - Key Trends 2025

INDUSTRY PERFORMANCE

Multi-functional stick vacuum cleaners replace cylinder and upright models

Chart 52 - Rowenta Launches the X-Force Flex 14.80 with a Flexible Arm to Clean Under Couches

Roborock drives robotic vacuum cleaners with innovative features

Chart 53 - Roborock Introduces New Vacuum Cleaner Equipped with a Robotic Arm

Italian consumers prioritise convenience and technology

WHAT'S NEXT?

Chinese brands and geopolitical tension set to drive competition

Ageing Italian population is anticipated to drive demand for ergonomic products

Brands are expected to localise their supply chains

Chart 54 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain their lead, while Shark emerges as a challenger

Roomba's possible acquisition and product innovation impact the competitive landscape

CHANNELS

Retail e-commerce leads vacuum cleaner sales with competitive pricing

Black month drives sales with aspirational brands and deals

COUNTRY REPORTS DISCLAIMER

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/consumer-appliances-in-italy/report.