



Euromonitor
International

Small Cooking Appliances in Austria

February 2026

Table of Contents

Small Cooking Appliances in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Compact and multifunctional innovation appeals

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Slow recovery in value sales driven by consumer mood

Convenience and customisation assisted sales in small cooking appliances

Chart 2 - Tefal Expands Product Range Under Jamie Oliver Label

Multi-functionality and compact designs drive innovation

WHAT'S NEXT?

Stagnant market growth expected to fall below regional average

Consumer behaviour expected to be shaped by conscious consumption

COMPETITIVE LANDSCAPE

Top companies maintain shares in a fairly concentrated market

CHANNELS

Large electronic and grocery retailers drive offline sales

PRODUCTS

SharkNinja expands range with compact design and multi-functionality

Chart 3 - New Ninja CRISPi Attempts to Gain Market Traction

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Austria - Industry Overview

EXECUTIVE SUMMARY

Sustainability and multi-functionality aid market growth

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and smart features drive sales of major appliances

Sustainability drives innovation with energy-efficient appliances

Chart 5 - Liebherr Markets New Model as "Greenest" Freezer Ever

Smart features become standard in high-end appliances

Chart 6 - Connectivity and Smart Features are Increasingly Becoming Standard in Siemens Ovens

WHAT'S NEXT?

Heat pumps to see dynamic growth driven by eco-friendly climate control subsidies

Energy-efficient products and sustainability to drive consumer appliances growth

COMPETITIVE LANDSCAPE

Established leaders remain dominant as smaller brands establish themselves

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

CHANNELS

Specialist retailers lead consumer appliances sales

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Austria 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Austria 2025

Chart 11 - Consumer Landscape in Austria 2025

COUNTRY REPORTS 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/small-cooking-appliances-in-austria/report.