

Consumer Appliances in Greece

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Abstracts

Following the recovery from COVID-19, in 2022, consumers moved spending towards services above goods, leading to a decline in sales of consumer appliances. In addition, spending on consumer appliances was heightened during the outbreak, with home seclusion boosting the use of these products. Following this decline, in 2023, there was an increase in growth, with value being significantly higher than volume due to inflation. The premiumisation trend was also evident in 2023, with consumers trading...

Euromonitor International's Consumer Appliances in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Consumer Appliances in Greece
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LIST OF CONTENTS AND TABLES

CONSUMER APPLIANCES IN GREECE
EXECUTIVE SUMMARY
Consumer appliances in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 Sales of Small Appliances by Category: Volume 2018-2023

Table 12 Sales of Small Appliances by Category: Value 2018-2023

Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

The government scheme, Recycle, Replace Appliances, drives retail volume growth

Trading up and rising inflation boost retail value growth in 2023

The penetration of smart and built-in appliances remains low in Greece

PROSPECTS AND OPPORTUNITIES

Steep decline across the forecast period amidst maturity

Fridges set to outperform other areas across the forecast period

Freestanding will continue to drive growth as built-in records a slower performance

CATEGORY DATA

- Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 37 Sales of Freezers by Format: % Volume 2018-2023
- Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 42 Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 43 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 44 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 45 NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 46 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 47 NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 48 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 49 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 50 Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 51 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 52 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 53 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 54 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth in refrigeration negatively impacts the performance of home laundry
Larger washing machines and energy-efficient models gain share
Suburban households drive growth in dryers, while rural sales remain low

PROSPECTS AND OPPORTUNITIES

Smart features gain popularity as manufacturers launch affordable options
Housing trends determine performance, limiting growth for built-in goods
Replacement cycles are decreasing in all areas of home laundry

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines due to the increase in sale recorded during COVID-19

Shrinking disposable incomes hinder ongoing growth for dishwashers

Built-in outperforms freestanding as space restrictions favour slim models

PROSPECTS AND OPPORTUNITIES

The housing market in Greece is favourable to slim dishwasher models

Penetration of dishwashers to remain low across the forecast period

Built-in and under-the-countertop remain the best sellers over the coming years

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2018-2023

Table 72 Sales of Dishwashers by Category: Value 2018-2023

Table 73 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 75 Sales of Dishwashers by Format: % Volume 2018-2023
Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023
Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023
Table 80 Production of Dishwashers: Total Volume 2018-2023
Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028
Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028
LARGE COOKING APPLIANCES IN GREECE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in cooking appliances gain share at the expense of freestanding models
Induction hobs penetration remains low due to high price points
Premiumisation is the key trend in cooker hoods across 2023

PROSPECTS AND OPPORTUNITIES

Cooking at home will remain a key driver of growth for the landscape
Induction hobs will be a growth driver across the forecast period
Ongoing trends in the housing market impacts sales of larger cooking appliances

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023
Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023
Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023
Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023
Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023
Table 90 Sales of Ovens by Smart Appliances: % Volume 2019-2023
Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023
Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023
Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023
Table 94 NBO Company Shares of Ovens: % Volume 2019-2023
Table 95 NBO Company Shares of Cooker Hoods: % Volume 2019-2023
Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023
Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023
Table 98 NBO Company Shares of Cookers: % Volume 2019-2023
Table 99 NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 101 Production of Large Cooking Appliances: Total Volume 2018-2023

Table 102 Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 103 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 105 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in outperforms freestanding despite sales being challenged by higher price points
Entry-level freestanding models lead sales among students and single-person households

The increase in availability of ready meals positively impacts sales

PROSPECTS AND OPPORTUNITIES

Retailers to focus on energy-saving benefits to boost sales of microwaves

Competition with multicookers and air fryers is a challenge for growth

Growth is driven by premium models that offer grilling and BBQ functions

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2018-2023

Table 107 Sales of Microwaves by Category: Value 2018-2023

Table 108 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 109 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 111 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 112 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 113 Distribution of Microwaves by Format: % Volume 2018-2023

Table 114 Production of Microwaves: Total Volume 2018-2023

Table 115 Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 116 Forecast Sales of Microwaves by Category: Value 2023-2028

Table 117 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 118 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases shape consumer buying habits, as many focus on essentials
Lack of storage space in urban households leads to losses for bulky appliances
The landscape recovers from the low sales rates seen in 2022

PROSPECTS AND OPPORTUNITIES

Low purchasing power negatively impacts sales across the coming years
Space limitations challenge ongoing growth for large countertop appliances
The healthy living trend shapes consumer purchasing decisions

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 128 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 129 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air fryers penetration increases as prices drop and availability rises
Convenience drives retail volume growth of coffee pod machines
Prices witness an increase in 2023, boosting retail value growth

PROSPECTS AND OPPORTUNITIES

Air fryers will remain the growth driver of sales across the forecast period
The momentum of air fryers is set to take its toll on multiple categories

Migration to espresso will continue to shape trends in coffee machines

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 134 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 139 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 140 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 141 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cylinder vacuum cleaners dominate sales, thought to provide thorough cleaning

Robotic vacuum cleaners have low penetration but strong retail volume growth

Stick vacuum cleaners drive growth, with consumers appreciating ease of use

PROSPECTS AND OPPORTUNITIES

Maturity to challenge growth of cylinder vacuum cleaners across the forecast period

Convenience and ease drives growth of stick and robotic vacuum cleaners

Wet vacuum cleaners to see an increase in sales as awareness rises

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023
Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028
Table 151 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028
Table 152 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
Table 153 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air dryer brushes and stylers drive value growth in hair care appliances
Body shavers drive value growth, driven by sales of depilators
Premium brands to continue gaining share despite rising levels of inflations

PROSPECTS AND OPPORTUNITIES

High penetration of hair appliances challenges ongoing retail volume growth
Electric facial cleansers to post a further decline across the forecast period
Added value models to outperform basic offerings, driving retail value growth

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2018-2023
Table 155 Sales of Personal Care Appliances by Category: Value 2018-2023
Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
Table 158 Sales of Body Shavers by Format: % Volume 2018-2023
Table 159 Sales of Hair Care Appliances by Format: % Volume 2018-2023
Table 160 NBO Company Shares of Personal Care Appliances 2019-2023
Table 161 LBN Brand Shares of Personal Care Appliances 2020-2023
Table 162 Distribution of Personal Care Appliances by Format: % Volume 2018-2023
Table 163 Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
Table 164 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
Table 165 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
Table 166 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

AIR TREATMENT PRODUCTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

The government replacement scheme boosts sales of air conditioners

Retail value outperforms volume performances in air treatment in 2023

Heatwaves contribute to growth gathering pace in air conditioners

PROSPECTS AND OPPORTUNITIES

Replacement purchases drive growth, while maturity challenges sales

Xiaomi set to gain market share within air treatment products

Smart appliances gain share as consumers trade up to connected models

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 168 Sales of Air Treatment Products by Category: Value 2018-2023

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 174 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 175 Production of Air Conditioners: Total Volume 2018-2023

Table 176 Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 177 Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 178 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 179 Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

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