

# Consumer Appliances in Spain

<https://marketpublishers.com/r/C653B137B8AEN.html>

Date: December 2023

Pages: 134

Price: US\$ 2,650.00 (Single User License)

ID: C653B137B8AEN

## Abstracts

Similar to the pattern seen in 2022, inflationary pressures and reduced purchasing power continued to take their toll on the performance of consumer appliances in Spain in 2023. Another aspect that contributed to the negative evolution of consumer appliances in 2023 was the contraction of the housing market in the country, which was accompanied by a decline in home renovations in Spain. As a result, sales recorded a decline in retail volume terms across most categories in 2023, with only a few e...

Euromonitor International's Consumer Appliances in Spain 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 Spain  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

CONSUMER APPLIANCES IN SPAIN  
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 SPAIN

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Fridge freezers continues to dominate in 2023 with freestanding units the one area to see growth

Electric wine coolers/chillers and freezers decline in sales after good performance during the pandemic

Competitive landscape remains stable

PROSPECTS AND OPPORTUNITIES

Brands will continue investing in innovation with a focus on connectivity, AI and energy

efficiency

Built-in refrigeration appliances expected to grow in popularity as consumers spend more time in their kitchens

Fridge freezers set to remain the main area of focus

#### 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 SPAIN

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales of automatic dryers sent into a spin as energy prices soar

Demand for automatic washing machines remains more resilient despite economic downturn

Innovation focusing on sustainability and energy efficiency

## PROSPECTS AND OPPORTUNITIES

Freestanding laundry appliances will continue dominating the category but there remain signs of promise for built-in options

E-commerce still full of potential heading into the forecast period

Front-loading automatic washing machines likely to extend their dominance

## 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 SPAIN

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Demand for dishwashers continues to decline in 2023

Slimline and full-size dishwashers are the most popular formats

Concerns over rising energy costs impacting the way consumers use dishwashers and which models they choose to buy

## PROSPECTS AND OPPORTUNITIES

Energy efficiency and connectivity are expected to be key features of new dishwashers

Demand is expected to go back to positive growth in the forecast period

Built-in dishwashers expected to increase in popularity in the future

#### 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 SPAIN

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Large cooking appliances have been affected by the economic and real estate slowdown

Induction hobs continue dominating the category

Competitive landscape in the category remain stable

#### PROSPECTS AND OPPORTUNITIES

Freestanding cookers set to continue on a downward spiral

The slowdown in the housing market will delay the recovery of the category

Energy efficiency and connectivity will likely be the focus of innovation over the forecast period

#### 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 SPAIN

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Microwaves sales struggle to recovery after the pandemic

Combination ovens continue to receive interest from consumers looking for microwaves

Competitive landscape experienced little change during the year

### PROSPECTS AND OPPORTUNITIES

Manufacturer will focus on innovation to power demand

Built-in microwaves will continue growing in popularity over the forecast period

E-commerce is expected to continue growing in importance

### 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 SPAIN**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Overall decline in demand for food preparation appliances, but innovations continue to be seen

Blenders show more resilience than other products in the category

Seasonality remains an issue with sales focused on key sales events and Christmas

**PROSPECTS AND OPPORTUNITIES**

Juice extractors likely to struggle for growth

E-commerce set to increase its share over the forecast period

Handheld and portable blenders set to continue growing in popularity

**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 SPAIN**

**KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Sales of coffee machines remain resilient despite losses as consumers look for the perfect cup of coffee at home

Light fryers thriving as consumers look for healthier and more convenient ways of cooking

Air fryers remains the main target of innovation

### PROSPECTS AND OPPORTUNITIES

Aesthetics and design are expected to continue gaining relevance for consumers

'Fun' cooking appliances and breadmakers likely to see a further drop in demand

Light fryers and coffee machines likely to remain the key categories to look out for

### 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 SPAIN

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Robotic vacuum cleaners showing signs of maturity

Cylinder vacuum cleaners losing their appeal as consumers turn to alternative options

Stick vacuum cleaners thriving

### PROSPECTS AND OPPORTUNITIES

Brands will continue focusing on innovation

Robotic and stick vacuum cleaners expected to experience the most dynamic growth over the forecast period

E-commerce expected to be the most dynamic distribution channel over the forecast period

#### 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 SPAIN

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hair care appliances thriving as consumers take a DIY approach to their appearance

Strong innovation being seen in oral care appliances despite declining volume sales

Body shavers struggling but men's shavers reports slightly more positive results

#### PROSPECTS AND OPPORTUNITIES

Prices set to continue rising in hair care appliances due to the developing premiumisation trend

Electrical facial cleansers could benefit from offering more functions and features

E-commerce offers more opportunities for 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 SPAIN

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Portable air conditioners thriving as Spain continues to suffer more heatwaves in 2023

Focus on air quality a growing influence on demand

Climate change serving to reduce the seasonality of demand for cooling appliances

### PROSPECTS AND OPPORTUNITIES

Air treatment products set to record strong growth due to health concerns and the impact of climate change

Innovation set to focus on AI and its role in supporting energy efficiency and sustainability in the category

E-commerce will continue growing but appliances and electronics specialists will dominate due to provision of professional installation services

### 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

## I would like to order

Product name: Consumer Appliances in Spain

Product link: <https://marketpublishers.com/r/C653B137B8AEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C653B137B8AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970