

Europe Housewares Market Forecast to 2030 - Regional Analysis - by Product Type (Cookware and Bakeware, Tableware, Kitchen Appliances, Bathroom Essentials, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The Europe housewares market was valued at US\$ 74,344.04 million in 2022 and is expected to reach US\$ 98,872.16 million by 2030; it is estimated to record a CAGR of 3.6% from 2022 to 2030.

Strategic Development Initiatives by Key Players Fuel Europe Housewares Market

Manufacturers are investing significantly in product developments, business expansions, mergers & acquisitions, partnerships, etc., to cater to the increasing demand for housewares. Key market players engage in research & development to launch innovative housewares to attract a large consumer base. For instance, in October 2021, Caraway, a company offering nontoxic cookware, launched bakeware in 5 color variants. These bakeware items, including non-stick pans, come with a ceramic coating and are free from heavy metal. Such product launched propel the houseware market growth.

Well-established players operating in the housewares market are acquiring other businesses to enhance their global market presence. In October 2021, Lenox Corporation acquired Oneida Consumer LLC along with its product line of tabletop items such as flatware, tableware, and cutlery. The alliance was formed to advertise a significant portfolio of brands and advanced products to boost client awareness through

various retail channels. Additionally, companies are partnering with other manufacturers to maintain their market positions. In April 2021, BSH Home Appliances Corporation announced its partnership with Plum to manufacture next-generation kitchen appliances to meet ever-changing consumer demand.

Thus, such strategic development initiatives by key players in the houseware market are driving market growth in the region.

Europe Housewares Market Overview

The housewares market in Europe is segmented into Germany, Italy, France, the UK, Russia, and the Rest of Europe. Growing urban populations and the increasing number of households composed of adults living independently trigger the demand for household products and appliances in European countries. According to the European Union, in 2022, 71.9 million unmarried adults were living in European countries. Furthermore, 48.2 million individuals lived as couples without children, while 30.6 million individuals lived as couples along with their children. In tandem with these numbers, the rising trend of home-cooked meals, and the emphasis on stylish and functional kitchen as well as dining products contributes significantly to the housewares market growth in Europe. Moreover, the focus on sustainability and eco-friendly products encourages consumers to invest in durable and eco-friendly housewares, in turn, driving innovations and product development in the housewares industry.

Europe Housewares Market Revenue and Forecast to 2030 (US\$ Million)

Europe Housewares Market Segmentation

The Europe housewares market is segmented based on product type, distribution channel, and country. Based on product type, the Europe housewares market is segmented into cookware and bakeware, tableware, kitchen appliances, bathroom essentials, and others. The kitchen appliances segment held the largest market share in 2022.

In terms of distribution channel, the Europe housewares market is segmented into supermarkets and hypermarkets, speciality stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

By country, the Europe housewares market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the

Europe housewares market share in 2022.

The Denby Pottery Co Ltd, Inter Ikea Holding Bv, Newell Brands Inc, BSH Hausgerate Gmbh, and Kohler Co are some of the leading players operating in the Europe housewares market.

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