

Consumer Appliances in Italy

December 2023

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Mixed fortunes for dishwashers as economic pressures mount, but the desire for convenience remains strong Samsung reorganisation points towards a focus on more advanced technology LG launches built-in dishwashers while Electrolux focuses on sustainable solutions

PROSPECTS AND OPPORTUNITIES

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Small Cooking Appliances in Italy

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Imported products from the Far East back in vogue while coffee machines retain their appeal Conscious consumption comes to the fore as consumers become more concerned about climate change Healthy eating becoming a growing concern but also an ongoing growth driver for sales of air fryers

PROSPECTS AND OPPORTUNITIES

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Cash-strapped Italians revert to the mop and broom

Sales impacted by consumers returning to the workplace, but some categories continue to grow despite the challenges facing the market Samsung launches new Jet Bot Al+

PROSPECTS AND OPPORTUNITIES

Stick vacuum cleaners set to continue growing, backed by suitability for pet owners, energy efficiency, and a growing range of options Hisense expected to gain share as robotic vacuum cleaners continue attract a growing audience Consumers expected to look for lightweight, convenient and energy efficient vacuum cleaners

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