



# Small Cooking Appliances in Greece

December 2023

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## Small Cooking Appliances in Greece - Category analysis

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#### 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

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