



# Food Preparation Appliances in Austria

January 2024

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## Food Preparation Appliances in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand remains curbed following an uplift in sales during COVID-19  
Food processors record a double-digit decline following a strong uplift  
De'Longhi-Kenwood invests in advertising and promotion to retain its lead

#### PROSPECTS AND OPPORTUNITIES

End of a downward trend as demand for food preparation appliances recovers  
Food processors drive the strongest retail volume sales across the forecast period  
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