

# Small Cooking Appliances in Norway

December 2023

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## Small Cooking Appliances in Norway - Category analysis

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#### 2023 DEVELOPMENTS

Double-digit fall in retail volume sales as consumers shift spending to experiences Innovation focuses on sustainability to drive value on the landscape Health and wellbeing trend shifts attention to light fryers

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Purchasing power remains challenged, however, premiumisation drives growth Health and wellbeing will play an increasingly important role in purchasing decisions Smaller household sizes demand appealing designs as appliances are on display

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