

Nestlé launches the *Maggi* air fryer range across continental Europe



Nestlé is announcing the roll out of ambient air fryer cooking solutions across Germany, Spain, Portugal, Netherlands, Poland, Hungary, Italy, Greece, Finland, Norway and Denmark. The company continues to take advantage of the growing popularity of this modern cooking device, as it estimates that nearly 30% of households across continental Europe are now owning an air fryer.

Research shows that air fryer users often prepare chicken and vegetables with the device. Nestlé is helping consumers keep these dishes varied and exciting with inspiring textures, flavors and recipes. The portfolio which varies by country includes the Crispy Chicken range with Cheesy, Paprika & Garlic and Tex Mex flavors, while the Wraps range enables preparation of Fajita, Street Taco and Kebab dishes. Supplementing these launches are recipe platforms under brand *Maggi*, that enable consumers to have wholesome meals every day.

“*Maggi* is a brand born in Europe, and the recent innovations are in line with its history of reinventing itself to serve consumer needs.” said, **Marcin Poplawski, Head of Food Marketing Europe at Nestlé**. “The brand is present in more than 60% of European households* with over 1.5 billion** eating occasions annually. We understand our consumers have increasingly busy lives and are seeking products that save time, enhance their cooking skills, and inspire meal preparation using modern devices. Nestlé is well placed to address these emerging consumer trends and delighted to be amongst the first to multiple markets with ambient air fryer culinary solutions.”

The roll out of these products is in line with Nestlé's recent expansion of its modern cooking portfolio globally, which are an integral part of the company's global six 'big bets'. This has seen the category expand with new offerings across the US, Chile, Mexico, the UK, Australia, New Zealand, Malaysia, Singapore and China.

*Source: HH Euro Panel, Q1 2025

**Source: Mercury Plus Segmentation, Q1 2025