

Microwaves in Italy

Market Direction | 2022-11-30 | 39 pages | Euromonitor

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Report description:

Southern Italy has seen a boom in the presence of Italian and foreign tourists in non-hotel accommodations such as farmhouses and private apartments in 2022, with this being supported by the easing of COVID-19-related restrictions. This increased demand coupled with government's stimulus programme has encouraged owners of these properties to make improvements in order to receive more positive reviews from guests. This has been a positive situation for sales of microwaves. These consumer applianc...

Euromonitor International's Microwaves in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Microwaves, Freestanding Microwaves.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Microwaves market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Booming tourism in southern Italy boosts demand for microwaves, but overall sales still decline in 2022

Switch to home working arrangements supports demand for microwaves

Disrupted supply chains affecting the availability of lower-priced microwaves

PROSPECTS AND OPPORTUNITIES

Limited cooking time equals to more limited electricity spending

Men and tourists could support demand for microwaves

E-commerce likely to become increasingly important to sales of microwaves over the forecast period

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