

Microwaves in Argentina

Market Direction | 2022-12-07 | 35 pages | Euromonitor

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Report description:

2022 saw a continuation of positive volume growth in microwaves in Argentina after the phenomenal performance recorded in the category during 2021 brought an end to at least a decade of negative sales growth in the category. The use of microwaves became extremely popular during the 1990s and this led to very high household penetration rates for microwaves throughout the country. However, microwaves became associated with unhealthy eating habits and, in line with the pursuit of healthier eating h...

Euromonitor International's Microwaves in Argentina 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Positive sales growth continues due to enormous expansion of local production

Domestic production accounts for almost all appliances in the category

BGH faces increasingly fierce competition from arch-rival Newsan

PROSPECTS AND OPPORTUNITIES

Sales set to be under pressure as mini electric ovens fit more with emerging lifestyles

Microwaves associated with unhealthy eating in the minds of many consumers

Innovation stands as the strongest chance for the category's survival

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