

Microwaves in Chile

Market Direction | 2022-12-05 | 33 pages | Euromonitor

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Report description:

Considering its already high penetration rate within Chilean households, and the fact that microwaves have high durability and historically, a lack of important innovation, the category is experiencing slow volume growth in 2022. Part of its demand is being driven by the dynamic Chilean real estate market and the rise of single-person households, both of which are pushing up sales of new appliances.

Euromonitor International's Microwaves in Chile 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.

Table of Contents:

Microwaves in Chile
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List Of Contents And Tables

MICROWAVES IN CHILE

KEY DATA FINDINGS

2022 DEVELOPMENTS

With growing maturity, demand for microwaves is driven by real estate sales

The search for diversification

Brands focusing on points-of-sales benefit from relaxing of restrictions

PROSPECTS AND OPPORTUNITIES

High penetration rate will lead to slow but steady demand for microwaves over forecast period

Daewoo gains new local distribution

Despite concentrated competitive landscape, brand loyalty is threatened

CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2017-2022

Table 2 Sales of Microwaves by Category: Value 2017-2022

Table 3 Sales of Microwaves by Category: % Volume Growth 2017-2022

Table 4 Sales of Microwaves by Category: % Value Growth 2017-2022

Table 5 Sales of Microwaves by Connected Appliances: % Volume 2018-2022

Table 6 NBO Company Shares of Microwaves: % Volume 2018-2022

Table 7 LBN Brand Shares of Microwaves: % Volume 2019-2022

Table 8 Distribution of Microwaves by Format: % Volume 2017-2022

Table 9 Forecast Sales of Microwaves by Category: Volume 2022-2027

Table 10 Forecast Sales of Microwaves by Category: Value 2022-2027

Table 11 Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Microwaves by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN CHILE

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 16 Sales of Consumer Appliances by Category: Value 2017-2022

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 18 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 22 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 23 □Sales of Small Appliances by Category: Volume 2017-2022

Table 24 □Sales of Small Appliances by Category: Value 2017-2022

Table 25 □Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 26 □Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 27 □NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 28 □LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 29 □NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 30 □LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 31 □Distribution of Major Appliances by Format: % Volume 2017-2022

Table 32 □Distribution of Small Appliances by Format: % Volume 2017-2022

Table 33 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 34 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 35 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 37 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 41 □Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 42 □Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 43 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 44 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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