

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.

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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

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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

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