

Microwaves in Colombia

Market Direction | 2022-12-07 | 33 pages | Euromonitor

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Report description:

Microwaves registered another year of negative sales growth in 2022 as demand continued to flag, not least due to the maturity of demand in a category which continues to struggle to appeal to a wide consumer audience. The entire category is suffering from an image problem, with many consumers automatically associating microwaves with unhealthy, overprocessed packaged food and in recent years this has underpinned a migration away from microwaves and to its other categories of consumer appliances,...

Euromonitor International's Microwaves in Colombia 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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2022 DEVELOPMENTS

Volume sales continue to decline due to lack of innovation and unfavourable image

Emerging culinary trends prompt consumers to explore alternatives to microwaves

Industrias HACEB SA and Whirlpool remain the leading names, followed by Samsung

PROSPECTS AND OPPORTUNITIES

Innovation and new product launches can lift the category out of stagnation and decline

The launch of models with inverter technology has the potential to spur dynamic growth

Strong opportunities for private label to grow, given the adverse economic environment

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