

Microwaves in France

Market Direction | 2022-12-05 | 38 pages | Euromonitor

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Report description:

Retail volume sales of microwaves dipped slightly during 2021, but retail current value sales were stable. As most French households already have a microwave, demand for them is quite mature and mainly driven by replacement purchases. With the replacement cycle of 13 years, local consumers do not buy them very often. Therefore, the stability seen here was due to upgrades during an era when many people were revamping their kitchens and it makes sense that sales would slump again in 2022.

Euromonitor International's Microwaves in France 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

Microwaves set for a slow and sluggish recovery

Lack of electronic components poses a challenge for microwaves

E-commerce enables an abundant choice of microwaves to suit all budgets and needs

PROSPECTS AND OPPORTUNITIES

High penetration rates mean sales patterns are based on renewal purchases

Could upgrades be the saving grace for microwaves?

Repairability index extends to microwaves, as ADEME promotes correct usage and maintenance to extend lifespan of products

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