

Microwaves in Greece

Market Direction | 2022-12-06 | 36 pages | Euromonitor

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Report description:

Sales of microwaves declined in 2021 and during the first half of 2022 due to the significant increase in sales that took place in 2020. Supply chain disruption also affected the category's performance, as there were shortages in the market, especially in the entry level economy segment, which accounts for a very high share within microwaves. Increases in retail prices also affected demand. Consumers are more price sensitive when it comes to microwaves than they are for other major appliances.

Euromonitor International's Microwaves in Greece 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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