

Microwaves in Hungary

Market Direction | 2022-12-13 | 36 pages | Euromonitor

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Report description:

Growth in volume sales of microwaves in 2022 is set to be faster than that recorded in 2021, and also expected to surpass the CAGR for the entire review period. Demand has picked up as the pace of consumer lifestyles in Hungary has accelerated with the easing of the pandemic, leaving people with less time for cooking and strengthening appreciation for the convenience of these appliances. Volume sales have also been buoyed by the fact that many Hungarians are still eating at home more often than...

Euromonitor International's Microwaves in Hungary 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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Busier lifestyles and cost of living crisis boost demand for microwaves

Interest in higher-end multifunctional models remains strong despite rising prices

Freestanding products continue to dominate the category

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