

Microwaves in Israel

Market Direction | 2022-12-08 | 33 pages | Euromonitor

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Report description:

Microwaves witnessed higher growth in the first year of the COVID-19 crisis as lockdowns and restaurant closures increased home cooking and consumption trends. Microwaves provide a quick and easy way to heat up meals, especially frozen meals. Thus, they are useful for parents working-from-home who want a quick and easy meal solution for their children. Microwaves volume sales are expected to record positive growth in 2022, even if at a lower rate compared to 2020. Hybrid working arrangements tha...

Euromonitor International's Microwaves in Israel 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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2022 DEVELOPMENTS

Increased at-home cooking activity supports demand for microwaves

Demand remains stable amidst cost-of-living crisis due to constant replacement cycles

Freestanding microwaves continue to dominate category share thanks to cheaper prices and option to store out of sight

PROSPECTS AND OPPORTUNITIES

Increasing online exposure set to solidify Electra Consumer Products' position

Smaller brands may disappear in the forecast period due to the economic fallout of the pandemic

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