

Microwaves in Norway

Market Direction | 2022-12-13 | 35 pages | Euromonitor

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Report description:

Retail volume sales dipped during 2022, following Coronavirus (COVID-19)-induced spikes in 2020 and 2021. Lockdown and home seclusion forced consumers to prepare food and dine at home more often in light of remote working, distance learning and the closure of consumer foodservice establishments. This increase the demand for and use of microwaves, which offered convenience and speed to cope with the more frequent need to cook each day. However, spikes in sales created a level of maturity, having...

Euromonitor International's Microwaves in Norway 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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Euromonitor International
December 2022

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MICROWAVES IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Dip in demand due to spikes in 2020 and 2021 and consumer shift to spending on out-of-home activities

Innovation covers design, customisation and multifunctional features

Growing demand for more sophisticated models exerts upward pressure on the average unit price

PROSPECTS AND OPPORTUNITIES

Price-sensitive consumers to push private label penetration in microwaves

Space-efficiency and trend for streamlined kitchens to support sales of built-in models

New product development to offer incremental efficacy improvements

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