

Microwaves in Singapore

Market Direction | 2022-11-29 | 33 pages | Euromonitor

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Report description:

The pandemic and subsequent home seclusion meant that many Singaporeans were preparing and cooking their own meals, helping to drive up demand for microwaves, which could be used to heat up food after being stored in fridges or freezers. This growth trend is continuing in 2022, as these appliances have relatively low unit prices and consumers are willing to spend on new products that are perceived as convenient and offering specific value, especially if they are marketed as offering greater func...

Euromonitor International's Microwaves in Singapore 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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