

Microwaves in South Korea

Market Direction | 2022-11-29 | 35 pages | Euromonitor

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Report description:

Sales of microwaves are expected to continue to rise in retail volume terms in 2022, as manufacturers are transforming microwaves into multifunctional cooking appliances, creating traction amongst consumers who are seeking the utmost convenience and time/space efficiency. Key features being incorporated into microwaves are grill, air fryer, toaster and even oven. Multifunctional microwaves attract consumers with the benefits of space- and cost-saving, as one appliance can replace multiple indivi...

Euromonitor International's Microwaves in South Korea 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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Amidst increasing penetration rate, manufacturers promote multifunctional microwaves to drive sales

Appliances and electronics specialists remains dominant, while e-commerce share is expanding

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Small local players and private label to attract single-person households

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