

Microwaves in Sweden

Market Direction | 2022-12-14 | 33 pages | Euromonitor

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Report description:

As seen across consumer appliances, sales of microwaves saw dynamic growth during 2021 as consumers looked to make home improvements. Prior to the pandemic demand for microwaves had been stagnating with consumers favouring other methods of cooking, with microwaves more associated with reheating food or cooking ready meals. However, the pandemic situation boosted demand for microwaves in 2021 as consumers were forced to eat more meals at home, while takeaway sales were also booming. This added so...

Euromonitor International's Microwaves in Sweden 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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Sales of microwaves decline as consumers return to their old routines

Convenience and multifunctionality important drivers of demand

Whirlpool retains the lead thanks to its strong presence and solid reputation

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