

Microwaves in Taiwan

Market Direction | 2022-12-14 | 34 pages | Euromonitor

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Report description:

Sales of microwaves remain stable in 2022 due to these appliances being considered as necessities in the daily lives of many consumers. Despite microwaves consuming more electricity than many other cooking appliances, these products are still regarded as kitchen essentials in some Taiwanese homes with the penetration rate continuing to rise. COVID-19 had a limited impact on the overall sales performance in 2022 due to the steady local demand for microwaves. However, it did lead to consumers spen...

Euromonitor International's Microwaves in Taiwan 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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Multifunctional products finding favour in cramped kitchens

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Freestanding microwaves set to benefit from shift to e-commerce

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