

## **Microwaves in the US**

Market Direction | 2022-12-14 | 38 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2022, consumer demand for microwaves is set to decline, following strong growth in the previous year. Accordingly, retail volume growth is expected to be slightly negative, as consumers have not been looking to upgrade their microwave until it is absolutely necessary. In 2021, major appliances manufacturers failed to meet the unprecedented consumer demand, and in response, they expanded the production of popular product lines to build appropriate levels of inventory for future strong projects...

Euromonitor International's Microwaves in USA 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Microwaves in the US  
Euromonitor International  
December 2022

List Of Contents And Tables

### **MICROWAVES IN THE US**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Retailers and manufacturers adjust to declines in consumer demand

Multifunctional microwaves compete with multifunctional cookers

Microwave usage rates remain above pre-pandemic levels

#### **PROSPECTS AND OPPORTUNITIES**

With economic uncertainty, consumers may save with home-prepared meals

With working from home here to stay, microwaves will remain a key appliance

Manufacturers explore smaller designs to maximise space efficiency for consumers

#### **CATEGORY DATA**

Table 1 Sales of Microwaves by Category: Volume 2017-2022

Table 2 Sales of Microwaves by Category: Value 2017-2022

Table 3 Sales of Microwaves by Category: % Volume Growth 2017-2022

Table 4 Sales of Microwaves by Category: % Value Growth 2017-2022

Table 5 Sales of Microwaves by Connected Appliances: % Volume 2018-2022

Table 6 NBO Company Shares of Microwaves: % Volume 2018-2022

Table 7 LBN Brand Shares of Microwaves: % Volume 2019-2022

Table 8 Distribution of Microwaves by Format: % Volume 2017-2022

Table 9 Production of Microwaves: Total Volume 2017-2022

Table 10 □Forecast Sales of Microwaves by Category: Volume 2022-2027

Table 11 □Forecast Sales of Microwaves by Category: Value 2022-2027

Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027

Table 13 □Forecast Sales of Microwaves by Category: % Value Growth 2022-2027

#### **CONSUMER APPLIANCES IN THE US**

#### **EXECUTIVE SUMMARY**

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

#### **MARKET INDICATORS**

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2023

#### **MARKET DATA**

Table 16 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 17 Sales of Consumer Appliances by Category: Value 2017-2022

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 24	□Sales of Small Appliances by Category: Volume 2017-2022
Table 25	□Sales of Small Appliances by Category: Value 2017-2022
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 27	□Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 28	□NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 30	□NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 32	□Distribution of Major Appliances by Format: % Volume 2017-2022
Table 33	□Distribution of Small Appliances by Format: % Volume 2017-2022
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 43	□Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

#### Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Microwaves in the US

Market Direction | 2022-12-14 | 38 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com