

## **Microwaves in Mexico**

Market Direction | 2022-12-19 | 35 pages | Euromonitor

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### **Report description:**

Retail volume sales of microwaves declined for the first time in many years in 2020. The demand for microwaves had been robust prior to the pandemic, with the share of Mexican households with a microwave rising steadily. Convenience was the main driver of higher penetration, with a growing number of busy Mexican households, particularly families where both parents are in employment, cooking food in batches and then reheating it in portions as and when required. However, COVID-19 had a significant...

Euromonitor International's Microwaves in Mexico 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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Profeco delivers the message that microwaves are safe

Energy efficiency a key claim in microwaves

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Competition likely to heat up as innovation comes to the fore

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