

Microwaves in South Africa

Market Direction | 2023-01-12 | 34 pages | Euromonitor

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Report description:

Growing demand for ready meals, driven by a rise in convenience patterns in South Africa, continued to support sales of microwaves in 2022. Local consumers are turning to frozen ready meals in particular, as they continue to spend greater time at home due to the lingering effect of the pandemic, with microwaves offering a fast method of heating or cooking. Many mid- and high-income consumers are slowly shifting away from traditional daily cooking methods and instead turning to ready meals, given...

Euromonitor International's Microwaves in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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