

Microwaves in Australia

Market Direction | 2023-02-01 | 37 pages | Euromonitor

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Report description:

After a surge in microwave sales in 2020 followed by slower retail volume growth in 2021, demand further cooled in 2022 as life in Australia returned to greater levels of normality in line with mobility outside of the home and local consumers investing in outdoor activities and dining out. Nevertheless, with the rising cost of living hitting Australians' pockets, and remote/hybrid working remaining prevalent, many consumers continued to cook more frequently at home than pre-pandemic levels, cont...

Euromonitor International's Microwaves in Australia 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.

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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Table of Contents:

Microwaves in Australia
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List Of Contents And Tables

MICROWAVES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of microwaves remain slow and steady

Replacement rates remain dependent on multifunctionality

Panasonic remains Australia's leading microwave brand

PROSPECTS AND OPPORTUNITIES

Ongoing demand for microwaves with built-in format continuing to expand

Multifunctional microwaves set to gain further traction

Integrated kitchen design set to stimulate demand

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 Forecast Sales of Microwaves by Category: Volume 2022-2027

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

Table 11 □Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027

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

CONSUMER APPLIANCES IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 14 Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 15 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 16 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

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

Table 18 Sales of Consumer Appliances by Category: Value 2017-2022

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

Table 20 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

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Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 22	□Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 24	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 25	□Sales of Small Appliances by Category: Volume 2017-2022
Table 26	□Sales of Small Appliances by Category: Value 2017-2022
Table 27	□Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 28	□Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 29	□NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 30	□LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 31	□NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 32	□LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 33	□Distribution of Major Appliances by Format: % Volume 2017-2022
Table 34	□Distribution of Small Appliances by Format: % Volume 2017-2022
Table 35	□Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 36	□Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 37	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 38	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 42	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 43	□Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 44	□Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 45	□Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 46	□Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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