

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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Sales of microwaves remain slow and steady

Replacement rates remain dependent on multifunctionality

Panasonic remains Australia's leading microwave brand

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Multifunctional microwaves set to gain further traction

Integrated kitchen design set to stimulate demand

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