

Microwaves in the US

Market Direction | 2023-11-15 | 37 pages | Euromonitor

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Report description:

In 2023, microwaves is set to experience a slight decline in volume sales, continuing the downwards trend from the previous year. These downturns came as a counterpoint to the robust sales witnessed in the first two years of the pandemic, as consumers opted not to upgrade their microwave before the completion of the replacement cycle. Simultaneously, the housing market faced its own challenges, marked by a noticeable slowdown in both home renovations and new property purchases, which tend to fuel...

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 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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Streamlined built-in designs remain popular

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