

Microwaves in Italy

Market Direction | 2023-12-08 | 37 pages | Euromonitor

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Report description:

Sales of microwaves have declined in retail volume terms in 2023 for the second year running, albeit sales have remained higher than pre-pandemic levels. Italy's economy has come under severe pressure due to various factors, with this being compounded by the negative effect of Russia's invasion of Ukraine on the global economy. With high inflation and spiralling food and energy prices many households have been forced to delay making non-essential purchases in 2023. However, microwaves has still...

Euromonitor International's Microwaves in Italy 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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Consumers lack a general understanding of how to use microwaves beyond basic tasks

Smaller homes present challenges and opportunities for microwaves

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