

Microwaves in Japan

Market Direction | 2023-12-05 | 33 pages | Euromonitor

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Report description:

Microwaves saw a positive impact on its volume sales in the first two years of the pandemic, in 2020 and 2021. This was the period with the most home seclusion, when people needed to cook and eat at home more frequently. Cooking from scratch, warming cooked food (naka-shoku or sozai), or microwaving frozen food; a microwave is considered a must-have for any household with any type of cooking pattern. As the opportunities for cooking and/or eating at home increased during this period, demand natu...

Euromonitor International's Microwaves in Japan 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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