

## **Microwaves in South Africa**

Market Direction | 2023-12-04 | 34 pages | Euromonitor

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### **Report description:**

Consumers' lifestyles in South Africa have changed significantly since the pandemic, particularly as many employees continue to work from home for at least part of the week. Subsequently, the need for a convenient environment has also increased cooking frequency and the warming up of leftover meals (which is a more affordable option compared to ordering takeaway). This is where microwaves are more convenient and quick to produce results. The overall effect has resulted in increasing demand for m...

Euromonitor International's Microwaves in South Africa 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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