

Microwaves in France

Market Direction | 2023-12-13 | 38 pages | Euromonitor

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Report description:

Microwaves saw volume sales decline in the French market in 2023 and prices fell markedly due to intense competition in the market after several price increases. There is limited room for value growth in a category that has already gone through a lot of innovation and is not offering additional features. A deep level of penetration means that volume sales are primarily driven by the replacement rate. Moreover, some purchases were postponed by consumers as the rising cost of living and reduced pu...

Euromonitor International's Microwaves in France 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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Decline in sales against background of intense competition and limited innovation

Sales fall before anticipated recovery

Retailing channels continue to develop the microwave market

PROSPECTS AND OPPORTUNITIES

High penetration rate suggests limited opportunities for volume growth

Built-in models set to cannibalise freestanding ones

Repairability index extends to microwaves, as ADEME promotes correct usage and maintenance to extend lifespan of products

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