

Microwaves in Hong Kong, China

Market Direction | 2023-12-14 | 33 pages | Euromonitor

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Report description:

Demand for microwaves is expected to continue to see notable growth in 2023. While the removal of pandemic restrictions was somewhat of a headwind for other cooking appliances, solid growth has continued for microwaves, as busy professionals value the ease of use, and the time saved using a microwave in comparison with home cooking from scratch. This has also been made more apparent by the emergence of meal plans from health and wellness meal plan companies, which only require microwaving. In ad...

Euromonitor International's Microwaves in Hong Kong, China 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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