

Microwaves in Israel

Market Direction | 2023-12-15 | 33 pages | Euromonitor

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Report description:

As was the case for most areas of consumer appliances, microwaves saw prices rise in 2022 and 2023. As well as the inflationary pressures faced by most categories, the increase in prices seen in microwaves was partly driven by the introduction of more complex, higher value models such as the Samsung HotBlast microwave that combines oven and grill functions. Indeed, the product allows consumers to air fry, grill, bake, or steam, as well as to microwave. Releases such as those from Samsung and oth...

Euromonitor International's Microwaves in Israel 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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Freestanding models to remain dominant
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