

Microwaves in Colombia

Market Direction | 2023-12-20 | 34 pages | Euromonitor

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Report description:

Once again, the sales volume within the microwave category has experienced a decline compared to the preceding year. A prolonged struggle with innovation challenges has led these products to cede market share to alternatives deemed more functional. Major appliance companies globally do not presently accord microwaves a top priority. Furthermore, the entire category contends with an image predicament, as consumers commonly link microwaves with unhealthy, processed packaged foods. This perception...

Euromonitor International's Microwaves in Colombia 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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