

## **Microwaves in Greece**

Market Direction | 2023-12-20 | 35 pages | Euromonitor

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### **Report description:**

While freestanding microwaves claimed the lion's share in 2023, the share of built-in microwaves was growing faster than freestanding. Kitchen design trends favour built-in appliances, while the low penetration of built-in models creates more opportunities and prospects for growth. While built-in outperforms freestanding, its penetration is still low due to the significant difference in prices; premium brands dominate built-in with limited availability of products from a lower price point. This...

Euromonitor International's Microwaves in Greece 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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## Table of Contents:

Microwaves in Greece  
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### List Of Contents And Tables

#### MICROWAVES IN GREECE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Built-in outperforms freestanding despite sales being challenged by higher price points  
Entry-level freestanding models lead sales among students and single-person households  
The increase in availability of ready meals positively impacts sales

##### PROSPECTS AND OPPORTUNITIES

Retailers to focus on energy-saving benefits to boost sales of microwaves  
Competition with multicookers and air fryers is a challenge for growth  
Growth is driven by premium models that offer grilling and BBQ functions

##### CATEGORY DATA

|   |
|---|
| Table 1 Sales of Microwaves by Category: Volume 2018-2023                     |
| Table 2 Sales of Microwaves by Category: Value 2018-2023                      |
| Table 3 Sales of Microwaves by Category: % Volume Growth 2018-2023            |
| Table 4 Sales of Microwaves by Category: % Value Growth 2018-2023             |
| Table 5 Sales of Microwaves by Smart Appliances: % Volume 2019-2023           |
| Table 6 NBO Company Shares of Microwaves: % Volume 2019-2023                  |
| Table 7 LBN Brand Shares of Microwaves: % Volume 2020-2023                    |
| Table 8 Distribution of Microwaves by Format: % Volume 2018-2023              |
| Table 9 Production of Microwaves: Total Volume 2018-2023                      |
| Table 10 □Forecast Sales of Microwaves by Category: Volume 2023-2028          |
| Table 11 □Forecast Sales of Microwaves by Category: Value 2023-2028           |
| Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028 |
| Table 13 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028  |

##### CONSUMER APPLIANCES IN GREECE

##### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

##### MARKET INDICATORS

|  |
|--|
| Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024 |
| Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024                         |

##### MARKET DATA

|  |
|--|
| Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023                              |
| Table 17 Sales of Consumer Appliances by Category: Value 2018-2023                               |
| Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023                     |
| Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023                      |
| Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023 |

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Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 24 □Sales of Small Appliances by Category: Volume 2018-2023

Table 25 □Sales of Small Appliances by Category: Value 2018-2023

Table 26 □Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 □Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 28 □NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 29 □LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 30 □NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 31 □LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 32 □Distribution of Major Appliances by Format: % Volume 2018-2023

Table 33 □Distribution of Small Appliances by Format: % Volume 2018-2023

Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 42 □Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 43 □Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 45 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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