

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.

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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

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Competition with multicookers and air fryers is a challenge for growth

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