

Microwaves in Indonesia

Market Direction | 2023-12-18 | 35 pages | Euromonitor

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Report description:

The trend towards urbanisation helped to drive demand for microwaves in 2023, with the category showing significant growth over the previous year in retail volume terms. Modern families, especially in large cities, lead increasingly busy lives and consequently are attracted to products that can provide an additional layer of convenience. In line with this, frozen foods and leftovers are becoming an increasingly important part of the diets of many urban households and thus there is a greater dema...

Euromonitor International's Microwaves in Indonesia 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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Urbanization and modern lifestyles drive demand for microwaves

Cultural preferences and power limitations present challenges to development of microwaves

Sharp maintains its leading position by offering diverse range of models catering to different consumer budgets

PROSPECTS AND OPPORTUNITIES

Urbanisation will be key growth driver, alongside manufacturer investment in new product innovation

Affordability will be key as competition increases

Smart microwaves to gain popularity

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