

Microwaves in Thailand

Market Direction | 2023-12-20 | 36 pages | Euromonitor

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Report description:

Microwaves continued to see healthy growth in retail volume terms in 2023, even recording an improvement on the growth seen in the previous two years. One of the significant factors driving this demand is the shift in eating habits towards consuming more packaged food at home. As people lead increasingly busy lifestyles, the convenience of packaged meals becomes increasingly attractive. Microwaves provide a quick and efficient way to reheat these packaged foods, making them an increasingly impor...

Euromonitor International's Microwaves in Thailand 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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Built-in microwaves losing favour due to high prices

Brands adopt different strategies to win favour in an increasingly competitive market

PROSPECTS AND OPPORTUNITIES

Health concerns and home-based working two trends that are likely to shape demand for microwaves over the forecast period

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