

Microwaves in Romania

Market Direction | 2024-01-04 | 36 pages | Euromonitor

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Report description:

Sales in microwaves remain in a slump which is expected to deepen further over the coming years. This is largely due to a widely held perception that food prepared in a microwave is unhealthy due to the loss of nutrients. On the other hand, the more positive growth seen in previous years reflected the influence the pandemic had on consumer lifestyles, meaning more cooking at home and the associated need to reheat leftovers. However, consumers have now returned to their normal lifestyles and have...

Euromonitor International's Microwaves in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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Negative volume sales for microwaves persist, due to outdated image
Ergonomic designs and premium aesthetics can add appeal to microwaves
Microwaves lend themselves well to e-commerce

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