

Microwaves in Austria

Market Direction | 2024-01-10 | 34 pages | Euromonitor

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Report description:

Demand for microwaves reached a low level in 2023, having declined for the third consecutive year. Many consumers purchased microwaves during the outbreak of COVID-19, when more meals were eaten in households and demand increased for simple and quick meals. Following this strong uplift in sales, there continued to be a decline in 2023. Increased price sensitivity and reduced disposable incomes saw consumers postpone purchases, continuing to use older equipment or other cooking methods. In additi...

Euromonitor International's Microwaves in Austria 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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Retail value sales decline as demand lowers and prices remain stable

The role of homewares and home furnishing stores decreases in microwaves

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