

Microwaves in Portugal

Market Direction | 2024-01-08 | 36 pages | Euromonitor

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Report description:

Household penetration of microwaves is already high in Portugal, with many consumers investing in this appliance during the COVID-19 years pandemic. Following the strong volume growth seen during the pandemic years, volume sales declined in 2022 and this trend continues in 2023. Weaker volume sales are visible in both built-in and freestanding product categories. Built-in microwaves have weathered the downturn better than freestanding models aided by refurbishments and new constructions in upmar...

Euromonitor International's Microwaves in Portugal 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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Table of Contents:

Microwaves in Portugal
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List Of Contents And Tables

MICROWAVES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline due to financial constraints and overall maturity

Promotional activity recovers after the recent slowdown

Microwaves remains a fragmented category

PROSPECTS AND OPPORTUNITIES

Microwaves impacted by maturity and ongoing economic constraints

Growing popularity of air fryers to impede consumer demand for microwaves

Changes expected in the distribution of microwaves

CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2018-2023

Table 2 Sales of Microwaves by Category: Value 2018-2023

Table 3 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 4 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 5 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 6 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 7 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 8 Distribution of Microwaves by Format: % Volume 2018-2023

Table 9 Production of Microwaves: Total Volume 2018-2023

Table 10 □Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 11 □Forecast Sales of Microwaves by Category: Value 2023-2028

Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 13 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN PORTUGAL

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

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Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24	□Sales of Small Appliances by Category: Volume 2018-2023
Table 25	□Sales of Small Appliances by Category: Value 2018-2023
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 27	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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