

Microwaves in India

Market Direction | 2024-02-13 | 34 pages | Euromonitor

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Report description:

Microwaves in India continued to experience muted demand in 2023, as consumers restricted their expenditure during a period of economic uncertainty. There were several other factors, such as the return of domestic help, reopening of restaurants, growing reliance on takeaway/delivery, and inflationary concerns that also impacted growth of the category.

Euromonitor International's Microwaves in India 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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Demand for microwaves remains muted due to inflationary pressures

LG Electronics retains lead of consolidated competitive landscape

New launches by LG and Samsung focus on connected technology

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