

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.

Table of Contents:

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List Of Contents And Tables

MICROWAVES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Microwaves expected to experience flat volume growth

Purchase of microwaves through e-commerce set to rise in coming years

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 Connected 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 \square Forecast Sales of Microwaves by Category: Volume 2023-2028

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

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

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

CONSUMER APPLIANCES IN INDIA

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

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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Summary 1 Research Sources

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