

## **Microwaves in Chile**

Market Direction | 2024-11-22 | 34 pages | Euromonitor

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### **Report description:**

Retail volume sales of microwaves are set to grow slightly in Chile in 2024. With such products seen as a commodity in Chilean households, the microwaves category is expected to see continued growth in both volume and value terms during the year. Having been materially and psychologically impacted by significant economic challenges in recent years, consumers are prioritising price as the main determining factor in purchasing decisions. Furthermore, given the lack of innovation in the category, p...

Euromonitor International's Microwaves in Chile 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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Euromonitor International  
November 2024

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