

Microwaves in China

Market Direction | 2024-11-19 | 36 pages | Euromonitor

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Report description:

Like small cooking appliances, overall sales of microwaves are set to decline in retail volume terms in China in 2024, partly due to price sensitivity amongst consumers. In addition, decline is due to the competition with small appliances with similar functions, such as air fryers, which are perceived as a more convenient, versatile, and healthy alternative to microwaves in the minds of Chinese consumers. Freestanding microwaves is expected to continue to dominate, due to the greater flexibility...

Euromonitor International's Microwaves in China 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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Shifts in consumption patterns and product premiumisation

Microwaves dominated by Midea and Galanz

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