

Microwaves in the United Kingdom

Market Direction | 2024-12-02 | 37 pages | Euromonitor

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Report description:

Demand for microwaves in the UK is stagnating in 2024, reflecting its high penetration of local households. However, microwaves benefit from affordability, especially the freestanding format, with some consumers appreciating these appliances as a cheaper alternative to ovens. As the property market has been sluggish in 2024, and sales of other large cooking appliances are struggling, this scenario has mainly impacted built-in microwaves, deemed a niche product, with overall demand dominated by f...

Euromonitor International's Microwaves in United Kingdom 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
December 2024

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MICROWAVES IN THE UNITED KINGDOM

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2024 DEVELOPMENTS

Stagnation for microwaves due to high penetration and competition from air fryers
Top four brands remain unchanged in 2024 but the remaining share is more fragmented
Retail e-commerce dominates distribution of microwaves in the UK

PROSPECTS AND OPPORTUNITIES

Flat growth for microwaves to continue over the forecast period
Multifunctionality remains important but competing products limit category's potential to market its benefits
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