

Microwaves in Austria

Market Direction | 2024-12-13 | 34 pages | Euromonitor

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Report description:

In 2024, microwaves recorded a moderate increase in both volume and current value terms in Austria. This followed a period of strong saturation due to the many additional purchases made during the pandemic when consumers spent more time at home and significantly increased spending on kitchens and cooking. The improvement in consumer sentiment was driven by inflation stabilising after a high during the previous two years. Wage levels also adjusted to the increased cost of living. These positive c...

Euromonitor International's Microwaves in Austria 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.

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Euromonitor International
December 2024

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Lower-price options are expected to continue dominating volume sales
E-commerce will likely continue to gain ground over the forecast period

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