

Microwaves in Colombia

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

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Report description:

Sales of microwaves continued to decline in 2024 in retail volume terms continuing the pattern seen throughout the review period. This decrease was due in part to a lack of innovation in recent years which has caused some consumers to explore other cooking options with more advanced features. Large companies are not making significant investments in microwaves which has painted a relatively bleak picture for the category. Sales of microwaves also suffered from the ongoing financial challenges fa...

Euromonitor International's Microwaves in Colombia 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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Price is king

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