

Microwaves in Denmark

Market Direction | 2024-12-12 | 36 pages | Euromonitor

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Report description:

The negative retail volume sales movements for microwaves in Denmark are indicative of the broader economic climate in the market. The demand for microwaves, like other categories of major appliances, has been hit by higher for longer interest rates, inflation and cost-of-living pressures and weakened consumer confidence. Households are cautious in their purchasing patterns and reluctant to spend on non-essential items. This includes microwaves, which enjoy very high household penetration in Den...

Euromonitor International's Microwaves in Denmark 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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Customisation to meet more sophisticated consumer demand
Microwaves witness added functionalities

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