

Microwaves in Italy

Market Direction | 2024-12-12 | 39 pages | Euromonitor

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Report description:

Sales of microwaves continued to decline for the third year straight in 2024 in return volume terms, while the decline in current value terms was more moderate thanks to an increase in unit prices. Aside from the negative impact of the economic downturn, microwaves also face tough competition from various other consumer appliances. For example, traditional ovens are increasingly incorporating more cooking functions, including microwave cooking technology, reducing the need for a separate microwa...

Euromonitor International's Microwaves in Italy 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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Microwaves no longer a status symbol

Premium microwaves offer special functions to attract demand

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