

Microwaves in Saudi Arabia

Market Direction | 2024-12-12 | 35 pages | Euromonitor

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Report description:

Microwaves remain in high demand in Saudi Arabia with the category seeing steady growth in retail volume terms in 2024. Consumers appreciate the convenience and time-saving benefits of microwave cooking, making it a staple appliance in many households. Microwaves are constantly improving in terms of performance and features, as well as in terms of designs. Manufacturers are focusing on features like faster heating speeds, even heating, and efficient defrosting capabilities, as well as adding new...

Euromonitor International's Microwaves in Saudi Arabia 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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New models of microwaves increasingly incorporating smart and energy efficient technology

E-commerce driving sales of microwaves

PROSPECTS AND OPPORTUNITIES

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