

Microwaves in Spain

Market Direction | 2024-12-13 | 38 pages | Euromonitor

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Report description:

Sales of microwaves saw strong growth in retail volume terms in 2024, bucking the downward trend that plagued other categories within major appliances in 2024. After seeing a significant decline in retail volume terms in 2022 and 2023, sales of microwaves unexpectedly rebounded in 2024, achieving mid-single-digit growth in retail volume terms. This recovery contrasts with the ongoing struggles facing other major appliances. This growth was driven by freestanding microwaves, which saw a notable r...

Euromonitor International's Microwaves in Spain 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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2024 DEVELOPMENTS

Microwaves bounce back thanks to their affordability and convenience

Combination microwaves continue to dominate the category as consumers demand multifunctional appliances

Competition remains fierce as new and existing players continue to invest in innovation and new product development

PROSPECTS AND OPPORTUNITIES

Change in consumer habits might affect volumes

Built-in microwaves expected to outperform freestanding models

E-commerce is expected to see stronger growth over the forecast period backed by the success of Amazon and other e-commerce marketplaces

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