

## **Microwaves in the Philippines**

Market Direction | 2024-12-13 | 35 pages | Euromonitor

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### **Report description:**

Retail volume sales of microwaves are set to rise in the Philippines in 2024 as consumers' increasingly busy schedules force them to look for quick meal solutions. Consumers are spending more time at home compared to before the COVID-19 crisis, partly as a result of the shift to remote working. Moreover, in the midst of increasingly hectic lifestyles, many are now preparing meals ahead of time for easy reheating. Home food businesses are also selling more frozen ready-to-eat food, which only req...

Euromonitor International's Microwaves in Philippines 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.

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