

Microwaves in the US

Market Direction | 2024-12-23 | 39 pages | Euromonitor

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Report description:

Microwaves in the US is expected to see a marginal retail volume decline in 2024, after already having seen falling sales the previous two years. However, it should be noted that these negative performances came as a normalisation trend after the pandemic drove an exceptional boost to sales in 2020 and 2021, when consumers spent more time at home and prepared more of their own meals. Volume sales in 2024 are therefore still expected to remain above the pre-pandemic (2019) level. Also hampering g...

Euromonitor International's Microwaves in USA 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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Table of Contents:

Microwaves in the US
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List Of Contents And Tables

MICROWAVES IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slight volume decline for microwaves as sales normalise after the pandemic surge

Focus on smart microwaves by manufacturers

Share of retail e-commerce continues to rise from an already high base

PROSPECTS AND OPPORTUNITIES

Growth expected to be mainly limited to replacement demand

Air quality concerns set to drive demand for microwaves with ventilation

Attractive designs and more compact models likely to remain popular

CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2019-2024

Table 2 Sales of Microwaves by Category: Value 2019-2024

Table 3 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 4 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 5 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 6 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 7 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 8 Distribution of Microwaves by Format: % Volume 2019-2024

Table 9 Production of Microwaves: Total Volume 2019-2024

Table 10 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 11 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 13 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

CONSUMER APPLIANCES IN THE US

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 17 Sales of Consumer Appliances by Category: Value 2019-2024

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

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Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 24	□Sales of Small Appliances by Category: Volume 2019-2024
Table 25	□Sales of Small Appliances by Category: Value 2019-2024
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 27	□Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 28	□NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 30	□NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 32	□Distribution of Major Appliances by Format: % Volume 2019-2024
Table 33	□Distribution of Small Appliances by Format: % Volume 2019-2024
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 43	□Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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