

Microwaves in Germany

Market Direction | 2025-01-20 | 35 pages | Euromonitor

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Report description:

Despite a weak performance in 2024, microwaves in Germany has become an established appliance in many local households, reflecting an enduring practicality and adaptability to modern cooking habits. Once considered a supplementary appliance and after many years of scepticism, the microwave is now a core part of many kitchens, which consumers often rely on for quick and convenient meal preparation. A key factor driving this trend is the rise of ready meals specifically designed for microwave use.

Euromonitor International's Microwaves in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 2029 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 Germany
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List Of Contents And Tables

MICROWAVES IN GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves an established appliance in German kitchens

Multifunctional microwaves become increasingly popular

Competitive landscape features strong representation of established brands

PROSPECTS AND OPPORTUNITIES

Energy efficiency is key for consumers when purchasing microwaves

Smart and connected features will gain share

Premium design and compact models

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 GERMANY

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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