

Microwaves in Poland

Market Direction | 2025-01-10 | 34 pages | Euromonitor

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Report description:

Microwaves in Poland experienced a mixed performance in 2024 with marginal growth in retail volume terms and robust current value growth. While unit sales recovered modestly, there was also a stronger trend towards higher-value microwaves and price increases within the category. Overall, microwave penetration remains relatively low in Polish households, standing at 37% in 2024. Growing acceptance and understanding of the safety of microwave technology is driving uptake of these appliances with m...

Euromonitor International's Microwaves in Poland 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.

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Built-in microwaves outpace standard models

Multifunctional trends are notable in microwaves

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