

Microwaves in Portugal

Market Direction | 2025-01-10 | 36 pages | Euromonitor

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Report description:

Microwaves already enjoy high household penetration in Portugal, which continued to dampen retail volume growth over 2024. Many consumers invested in these appliances during the COVID-19 years pandemic, thus slowing the replacement cycle in subsequent years. Current value growth remained solid due to premiumisation, with an increasingly fragmented landscape bringing more competitively priced premium brands into the Portuguese market.

Euromonitor International's Microwaves in Portugal 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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