

Microwaves in South Korea

Market Direction | 2025-01-15 | 36 pages | Euromonitor

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Report description:

In South Korea, microwaves are regarded as one of the most essential kitchen appliances, often prioritised as a first purchase for many households. This is especially true for single-person households, or individuals who do not cook elaborate meals frequently, where a microwave is indispensable for quick and easy meal preparation. Despite the expectation of retail volume decline for microwaves in South Korea in 2024, due to the ongoing economic downturn, microwaves has shown resilience compared...

Euromonitor International's Microwaves in South Korea 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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Multifunctional microwaves continue to be launched

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Demand for microwaves will be driven by ready-to-heat meals and single-person households

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