

Microwaves in Ukraine

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

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Report description:

In 2024, microwaves in Ukraine saw a further strong increase in retail volume sales. This marked the category's ongoing recovery from the steep drop in demand in 2022 due to the war in Ukraine, although the market size remained below the 2021 level. While the penetration rate continued to rise, albeit at a much slower rate than in the early-to-mid-review period, it remained significantly below one half of households at the end of the review period.

Euromonitor International's Microwaves in Ukraine 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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Push-pull preference for microwaves or ovens while freestanding models dominate demand

Looking for energy-efficiency at affordable prices

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