

Europe Microwave Oven - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Europe Microwave Oven Market size is estimated at USD 2.96 billion in 2025, and is expected to reach USD 3.65 billion by 2030, at a CAGR of 4.25% during the forecast period (2025-2030).

Due to evolving consumer lifestyles, rising disposable incomes, and technological improvements, the microwave oven market in Europe has experienced significant expansion in recent years. With its ease of use and effectiveness in food preparation, microwave ovens have become a necessary kitchen tool. Given that appliances like microwave ovens handle most of the food preparation in the region, European consumers demand high efficiency from electronic cooking systems.

Technological developments in microwave ovens have resulted in models featuring grill and convection functions. This broadens the range of culinary options and clarifies the myth that microwave ovens are only for reheating food. Users can now bake, roast, and grill. Traditional microwaves heat food unevenly using an on/off cycle to control power. Inverter technology makes continuous power flow possible, resulting in more accurate and reliable cooking. High-end microwave models are increasingly using this innovation. Sensor cooking technology can automatically adjust cooking periods and power levels by using sensors to measure moisture content and oven temperature. This guarantees the best outcomes, especially when heating up or preparing delicate dishes.

Europe Microwave Oven Market Trends

Germany Dominates the Market

Germany has one of the strongest economies in the world and the largest economy in Europe. Because of its strong economic

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performance, customers have comparatively large disposable incomes, which may encourage them to spend more on home goods like microwaves. Germany, with a population of almost 83 million, is the most populous nation in the European Union. As the population increases, a higher demand for household products such as microwave ovens will naturally increase. A sizable fraction of the population of Germany lives in cities and metropolitan areas, contributing to the country's high rate of urbanization. Due to busy lifestyles, convenience-driven devices like microwave ovens are highly desired in urban areas, mirroring numerous other developed countries.

The lifestyles of Germans have changed, with time limitations from work and other obligations becoming more prominent. Microwave ovens are a popular household appliance because they offer a quick and efficient way to cook or reheat food. In Germany, various appliance merchants can be found, including department stores, internet marketplaces, and specialty kitchen appliance stores. A wide range of microwave oven options, reasonable pricing, and ongoing promotions are all made easily accessible to customers by this widespread retail presence. Many microwave oven manufacturers in Europe use Germany as their main export hub. As a result, German-made appliances are often found in neighboring European countries, thus increasing Germany's market share in Europe.

Convection Microwave Ovens Lead the Market

Microwave ovens with convection provide greater cooking flexibility. They incorporate a convection oven, occasionally a grill element, and the functions of a standard microwave oven. Due to their adaptability, users can cook a variety of foods with the equipment, such as baking, grilling, roasting, and defrosting. Consumers who desire a single appliance that can accomplish several cooking chores find convection microwave ovens appealing. In addition to its microwave technology, convection microwave ovens can cook food faster than conventional ovens. Busy customers who want to prepare meals quickly may find this time-saving feature appealing. Convection microwave ovens frequently use less energy compared to conventional ovens.

Energy efficiency can be a selling point in regions where energy conservation is a priority. Convection microwave ovens are usually smaller than conventional ovens and require less counter space. This space-saving feature is crucial given the sometimes limited space in European kitchens. Convection microwave ovens are easy to operate and suitable for a variety of cooking abilities due to their preset features and range of cooking options. Customers can easily select the ideal cooking setting, whether baking, roasting, or heating.

Europe Microwave Oven Industry Overview

The European microwave oven market is fragmented, with many players vying for dominance. Leading companies employ diverse strategies, such as product launches and acquisitions, to bolster market share. The report delves into the competitive landscape, highlighting major players like Siemens, Samsung, Whirlpool, Haier, and Panasonic.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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