

## **Kuwait Microwave Ovens - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Kuwait Microwave Ovens Market is expected to register a CAGR of greater than 3% during the forecast period.

COVID-19 had a drastic impact on the Kuwait microwave ovens market in the second and third quarter of 2020 due to the discontinuities in the production of microwave ovens due to impositions of lockdown in major areas in Kuwait. Also the supply chain was disrupted, as a result of which the sales of Microwave ovens took a toll.

The Kuwait microwave ovens market has witnessed a constant growth and particularly owing to the growth in the household segment. This is majorly due to the improved lifestyle of the people and these days they prefer ovens for baking, instant heating of fast food such as pizza and burger. The market is predicted to witness several changes owing to changing customer inclinations and the pressure of macro-economic and socio-economic aspects. Several macroeconomic aspects incorporate growing consumer knowledge, increase in disposable income, and increasing size of the populace. In this regard, the development of the market is foreseen to be driven favorably in the coming future, leading to immense growth of the market.

Growing count of customers, in the working group is increasing the demand and popularity for the microwave ovens market. This is due to the risen expenditure on kitchen electrical appliances that ease the demands of the expected chores. This demand is anticipated to increase in the coming years owing to the growing need for stylish and convenient appliances balancing the standards of living of the buyers. The microwave ovens market in Kuwait is expected to witness a constant growth in the coming 5 years.

Kuwait Microwave Ovens Market Trends

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## Increase in the percentage of Sales through Online mode

There has been an increase in the sales of microwave ovens through online channels due to multitude factors. These factors include increase in the number of e-commerce platforms in the recent years, increase in the number of internet users in the recent years and increased availability of delivery services of the e-commerce platforms across the country. Also there has been an increase in the working population in Kuwait and purchasing through online mode saves their time as majority of the working population are engaged in long working hours. Moreover, the necessity of offline visit to the store is eliminated as e-commerce platforms provide a wide range of products. In the years 2020 and 2021, there was a higher percentage in the increase of online sales of microwave ovens than that of the previous years.

## Gradual Increase in the Revenue per Capita of Microwave Ovens in Kuwait

The rapid urbanization in majority of the areas in Kuwait as a result of increase in the number of working population across Kuwait. Also their rate of immigration is high in Kuwait because of the higher wages (when converted into USD) compared to other gulf countries. As a result, the standard of life of people has increased over the years. Moreover, the current lifestyle of majority of the working population in Kuwait is a major driver for them to go for electric appliances which makes the work easier for them. In addition to this, the increased preference for fast food and subsequent requirement for heating them and grilling them is accounting for the increase in the usage of microwave ovens. This has led to increase in the revenue per capita in Kuwait in the recent years

## Kuwait Microwave Ovens Industry Overview

The report includes an overview of the top players in the Microwave Ovens Market operating across Kuwait. The Kuwait Microwaves Ovens market is characterized by moderately consolidated players along with some other local players. Although the major players make more than 40% of the market, it can be inferred that the market is slightly concentrated and other significant portion being occupied by the new players.

### Additional Benefits:

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

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