

Global Microwave Oven Market Research Report 2025(Status and Outlook)

<https://marketpublishers.com/r/G6467D033644EN.html>

Date: August 2025

Pages: 149

Price: US\$ 3,200.00 (Single User License)

ID: G6467D033644EN

Abstracts

Microwave oven is a kitchen appliance that heats and cooks food by exposing it to electromagnetic radiation in the microwave frequency range. This induces polar molecules in the food to rotate and produce thermal energy in a process known as dielectric heating. Microwave ovens heat foods quickly and efficiently because excitation is fairly uniform in the outer 25?38 mm (1?1.5 inches) of a homogeneous, high water content food item; food is more evenly heated throughout than generally occurs in other cooking techniques.

The global Microwave Oven market size was estimated at USD 9793.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 0.05% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Microwave Oven market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Microwave Oven market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This

enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Microwave Oven market.

Global Microwave Oven Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Galanz
Midea
Electrolux
Whirlpool
Panasonic
Samsung
Daewoo
BSH Home Appliances
SHARP
LG
Brandt
GE (Haier)
Candy
Moulinex
Breville

Market Segmentation (by Type)

Under 1 Cu. Ft Type

1 to 1.9 Cu. Ft Type

Over 2 Cu.ft Type

Market Segmentation (by Application)

Household Use

Commercial Use

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Microwave Oven Market

Overview of the regional outlook of the Microwave Oven Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Microwave Oven Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Microwave Oven, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Microwave Oven

1.2 Key Market Segments

1.2.1 Microwave Oven Segment by Type

1.2.2 Microwave Oven Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MICROWAVE OVEN MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Microwave Oven Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Microwave Oven Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MICROWAVE OVEN MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Microwave Oven Product Life Cycle

3.3 Global Microwave Oven Sales by Manufacturers (2020-2025)

3.4 Global Microwave Oven Revenue Market Share by Manufacturers (2020-2025)

3.5 Microwave Oven Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Microwave Oven Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Microwave Oven Market Competitive Situation and Trends

3.8.1 Microwave Oven Market Concentration Rate

3.8.2 Global 5 and 10 Largest Microwave Oven Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 MICROWAVE OVEN INDUSTRY CHAIN ANALYSIS

- 4.1 Microwave Oven Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MICROWAVE OVEN MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Microwave Oven Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Microwave Oven Market
- 5.7 ESG Ratings of Leading Companies

6 MICROWAVE OVEN MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Microwave Oven Sales Market Share by Type (2020-2025)
- 6.3 Global Microwave Oven Market Size Market Share by Type (2020-2025)
- 6.4 Global Microwave Oven Price by Type (2020-2025)

7 MICROWAVE OVEN MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Microwave Oven Market Sales by Application (2020-2025)
- 7.3 Global Microwave Oven Market Size (M USD) by Application (2020-2025)

7.4 Global Microwave Oven Sales Growth Rate by Application (2020-2025)

8 MICROWAVE OVEN MARKET SALES BY REGION

8.1 Global Microwave Oven Sales by Region

8.1.1 Global Microwave Oven Sales by Region

8.1.2 Global Microwave Oven Sales Market Share by Region

8.2 Global Microwave Oven Market Size by Region

8.2.1 Global Microwave Oven Market Size by Region

8.2.2 Global Microwave Oven Market Size Market Share by Region

8.3 North America

8.3.1 North America Microwave Oven Sales by Country

8.3.2 North America Microwave Oven Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Microwave Oven Sales by Country

8.4.2 Europe Microwave Oven Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Microwave Oven Sales by Region

8.5.2 Asia Pacific Microwave Oven Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Microwave Oven Sales by Country

8.6.2 South America Microwave Oven Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Microwave Oven Sales by Region
- 8.7.2 Middle East and Africa Microwave Oven Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 MICROWAVE OVEN MARKET PRODUCTION BY REGION

- 9.1 Global Production of Microwave Oven by Region(2020-2025)
- 9.2 Global Microwave Oven Revenue Market Share by Region (2020-2025)
- 9.3 Global Microwave Oven Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Microwave Oven Production
 - 9.4.1 North America Microwave Oven Production Growth Rate (2020-2025)
 - 9.4.2 North America Microwave Oven Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Microwave Oven Production
 - 9.5.1 Europe Microwave Oven Production Growth Rate (2020-2025)
 - 9.5.2 Europe Microwave Oven Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Microwave Oven Production (2020-2025)
 - 9.6.1 Japan Microwave Oven Production Growth Rate (2020-2025)
 - 9.6.2 Japan Microwave Oven Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Microwave Oven Production (2020-2025)
 - 9.7.1 China Microwave Oven Production Growth Rate (2020-2025)
 - 9.7.2 China Microwave Oven Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Galanz
 - 10.1.1 Galanz Basic Information
 - 10.1.2 Galanz Microwave Oven Product Overview
 - 10.1.3 Galanz Microwave Oven Product Market Performance
 - 10.1.4 Galanz Business Overview
 - 10.1.5 Galanz SWOT Analysis
 - 10.1.6 Galanz Recent Developments

10.2 Midea

- 10.2.1 Midea Basic Information
- 10.2.2 Midea Microwave Oven Product Overview
- 10.2.3 Midea Microwave Oven Product Market Performance
- 10.2.4 Midea Business Overview
- 10.2.5 Midea SWOT Analysis
- 10.2.6 Midea Recent Developments

10.3 Electrolux

- 10.3.1 Electrolux Basic Information
- 10.3.2 Electrolux Microwave Oven Product Overview
- 10.3.3 Electrolux Microwave Oven Product Market Performance
- 10.3.4 Electrolux Business Overview
- 10.3.5 Electrolux SWOT Analysis
- 10.3.6 Electrolux Recent Developments

10.4 Whirlpool

- 10.4.1 Whirlpool Basic Information
- 10.4.2 Whirlpool Microwave Oven Product Overview
- 10.4.3 Whirlpool Microwave Oven Product Market Performance
- 10.4.4 Whirlpool Business Overview
- 10.4.5 Whirlpool Recent Developments

10.5 Panasonic

- 10.5.1 Panasonic Basic Information
- 10.5.2 Panasonic Microwave Oven Product Overview
- 10.5.3 Panasonic Microwave Oven Product Market Performance
- 10.5.4 Panasonic Business Overview
- 10.5.5 Panasonic Recent Developments

10.6 Samsung

- 10.6.1 Samsung Basic Information
- 10.6.2 Samsung Microwave Oven Product Overview
- 10.6.3 Samsung Microwave Oven Product Market Performance
- 10.6.4 Samsung Business Overview
- 10.6.5 Samsung Recent Developments

10.7 Daewoo

- 10.7.1 Daewoo Basic Information
- 10.7.2 Daewoo Microwave Oven Product Overview
- 10.7.3 Daewoo Microwave Oven Product Market Performance
- 10.7.4 Daewoo Business Overview
- 10.7.5 Daewoo Recent Developments

10.8 BSH Home Appliances

- 10.8.1 BSH Home Appliances Basic Information
- 10.8.2 BSH Home Appliances Microwave Oven Product Overview
- 10.8.3 BSH Home Appliances Microwave Oven Product Market Performance
- 10.8.4 BSH Home Appliances Business Overview
- 10.8.5 BSH Home Appliances Recent Developments
- 10.9 SHARP
 - 10.9.1 SHARP Basic Information
 - 10.9.2 SHARP Microwave Oven Product Overview
 - 10.9.3 SHARP Microwave Oven Product Market Performance
 - 10.9.4 SHARP Business Overview
 - 10.9.5 SHARP Recent Developments
- 10.10 LG
 - 10.10.1 LG Basic Information
 - 10.10.2 LG Microwave Oven Product Overview
 - 10.10.3 LG Microwave Oven Product Market Performance
 - 10.10.4 LG Business Overview
 - 10.10.5 LG Recent Developments
- 10.11 Brandt
 - 10.11.1 Brandt Basic Information
 - 10.11.2 Brandt Microwave Oven Product Overview
 - 10.11.3 Brandt Microwave Oven Product Market Performance
 - 10.11.4 Brandt Business Overview
 - 10.11.5 Brandt Recent Developments
- 10.12 GE (Haier)
 - 10.12.1 GE (Haier) Basic Information
 - 10.12.2 GE (Haier) Microwave Oven Product Overview
 - 10.12.3 GE (Haier) Microwave Oven Product Market Performance
 - 10.12.4 GE (Haier) Business Overview
 - 10.12.5 GE (Haier) Recent Developments
- 10.13 Candy
 - 10.13.1 Candy Basic Information
 - 10.13.2 Candy Microwave Oven Product Overview
 - 10.13.3 Candy Microwave Oven Product Market Performance
 - 10.13.4 Candy Business Overview
 - 10.13.5 Candy Recent Developments
- 10.14 Moulinex
 - 10.14.1 Moulinex Basic Information
 - 10.14.2 Moulinex Microwave Oven Product Overview
 - 10.14.3 Moulinex Microwave Oven Product Market Performance

10.14.4 Moulinex Business Overview

10.14.5 Moulinex Recent Developments

10.15 Breville

10.15.1 Breville Basic Information

10.15.2 Breville Microwave Oven Product Overview

10.15.3 Breville Microwave Oven Product Market Performance

10.15.4 Breville Business Overview

10.15.5 Breville Recent Developments

11 MICROWAVE OVEN MARKET FORECAST BY REGION

11.1 Global Microwave Oven Market Size Forecast

11.2 Global Microwave Oven Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Microwave Oven Market Size Forecast by Country

11.2.3 Asia Pacific Microwave Oven Market Size Forecast by Region

11.2.4 South America Microwave Oven Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Microwave Oven by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Microwave Oven Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Microwave Oven by Type (2026-2033)

12.1.2 Global Microwave Oven Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Microwave Oven by Type (2026-2033)

12.2 Global Microwave Oven Market Forecast by Application (2026-2033)

12.2.1 Global Microwave Oven Sales (K Units) Forecast by Application

12.2.2 Global Microwave Oven Market Size (M USD) Forecast by Application
(2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Microwave Oven Market Size Comparison by Region (M USD)
Table 5. Global Microwave Oven Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Microwave Oven Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Microwave Oven Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Microwave Oven Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Microwave Oven as of 2024)
Table 10. Global Market Microwave Oven Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Microwave Oven Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Microwave Oven Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Microwave Oven Sales by Type (K Units)
Table 26. Global Microwave Oven Market Size by Type (M USD)
Table 27. Global Microwave Oven Sales (K Units) by Type (2020-2025)
Table 28. Global Microwave Oven Sales Market Share by Type (2020-2025)
Table 29. Global Microwave Oven Market Size (M USD) by Type (2020-2025)
Table 30. Global Microwave Oven Market Size Share by Type (2020-2025)
Table 31. Global Microwave Oven Price (USD/Unit) by Type (2020-2025)

Table 32. Global Microwave Oven Sales (K Units) by Application
Table 33. Global Microwave Oven Market Size by Application
Table 34. Global Microwave Oven Sales by Application (2020-2025) & (K Units)
Table 35. Global Microwave Oven Sales Market Share by Application (2020-2025)
Table 36. Global Microwave Oven Market Size by Application (2020-2025) & (M USD)
Table 37. Global Microwave Oven Market Share by Application (2020-2025)
Table 38. Global Microwave Oven Sales Growth Rate by Application (2020-2025)
Table 39. Global Microwave Oven Sales by Region (2020-2025) & (K Units)
Table 40. Global Microwave Oven Sales Market Share by Region (2020-2025)
Table 41. Global Microwave Oven Market Size by Region (2020-2025) & (M USD)
Table 42. Global Microwave Oven Market Size Market Share by Region (2020-2025)
Table 43. North America Microwave Oven Sales by Country (2020-2025) & (K Units)
Table 44. North America Microwave Oven Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Microwave Oven Sales by Country (2020-2025) & (K Units)
Table 46. Europe Microwave Oven Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Microwave Oven Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Microwave Oven Market Size by Region (2020-2025) & (M USD)
Table 49. South America Microwave Oven Sales by Country (2020-2025) & (K Units)
Table 50. South America Microwave Oven Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Microwave Oven Sales by Region (2020-2025) & (K Units)
Table 52. Middle East and Africa Microwave Oven Market Size by Region (2020-2025) & (M USD)
Table 53. Global Microwave Oven Production (K Units) by Region(2020-2025)
Table 54. Global Microwave Oven Revenue (US\$ Million) by Region (2020-2025)
Table 55. Global Microwave Oven Revenue Market Share by Region (2020-2025)
Table 56. Global Microwave Oven Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 57. North America Microwave Oven Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. Europe Microwave Oven Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Japan Microwave Oven Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. China Microwave Oven Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. Galanz Basic Information

Table 62. Galanz Microwave Oven Product Overview
Table 63. Galanz Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 64. Galanz Business Overview
Table 65. Galanz SWOT Analysis
Table 66. Galanz Recent Developments
Table 67. Midea Basic Information
Table 68. Midea Microwave Oven Product Overview
Table 69. Midea Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 70. Midea Business Overview
Table 71. Midea SWOT Analysis
Table 72. Midea Recent Developments
Table 73. Electrolux Basic Information
Table 74. Electrolux Microwave Oven Product Overview
Table 75. Electrolux Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 76. Electrolux Business Overview
Table 77. Electrolux SWOT Analysis
Table 78. Electrolux Recent Developments
Table 79. Whirlpool Basic Information
Table 80. Whirlpool Microwave Oven Product Overview
Table 81. Whirlpool Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. Whirlpool Business Overview
Table 83. Whirlpool Recent Developments
Table 84. Panasonic Basic Information
Table 85. Panasonic Microwave Oven Product Overview
Table 86. Panasonic Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Panasonic Business Overview
Table 88. Panasonic Recent Developments
Table 89. Samsung Basic Information
Table 90. Samsung Microwave Oven Product Overview
Table 91. Samsung Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Samsung Business Overview
Table 93. Samsung Recent Developments
Table 94. Daewoo Basic Information

Table 95. Daewoo Microwave Oven Product Overview
Table 96. Daewoo Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. Daewoo Business Overview
Table 98. Daewoo Recent Developments
Table 99. BSH Home Appliances Basic Information
Table 100. BSH Home Appliances Microwave Oven Product Overview
Table 101. BSH Home Appliances Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. BSH Home Appliances Business Overview
Table 103. BSH Home Appliances Recent Developments
Table 104. SHARP Basic Information
Table 105. SHARP Microwave Oven Product Overview
Table 106. SHARP Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 107. SHARP Business Overview
Table 108. SHARP Recent Developments
Table 109. LG Basic Information
Table 110. LG Microwave Oven Product Overview
Table 111. LG Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 112. LG Business Overview
Table 113. LG Recent Developments
Table 114. Brandt Basic Information
Table 115. Brandt Microwave Oven Product Overview
Table 116. Brandt Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 117. Brandt Business Overview
Table 118. Brandt Recent Developments
Table 119. GE (Haier) Basic Information
Table 120. GE (Haier) Microwave Oven Product Overview
Table 121. GE (Haier) Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 122. GE (Haier) Business Overview
Table 123. GE (Haier) Recent Developments
Table 124. Candy Basic Information
Table 125. Candy Microwave Oven Product Overview
Table 126. Candy Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. Candy Business Overview

Table 128. Candy Recent Developments

Table 129. Moulinex Basic Information

Table 130. Moulinex Microwave Oven Product Overview

Table 131. Moulinex Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 132. Moulinex Business Overview

Table 133. Moulinex Recent Developments

Table 134. Breville Basic Information

Table 135. Breville Microwave Oven Product Overview

Table 136. Breville Microwave Oven Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 137. Breville Business Overview

Table 138. Breville Recent Developments

Table 139. Global Microwave Oven Sales Forecast by Region (2026-2033) & (K Units)

Table 140. Global Microwave Oven Market Size Forecast by Region (2026-2033) & (M USD)

Table 141. North America Microwave Oven Sales Forecast by Country (2026-2033) & (K Units)

Table 142. North America Microwave Oven Market Size Forecast by Country (2026-2033) & (M USD)

Table 143. Europe Microwave Oven Sales Forecast by Country (2026-2033) & (K Units)

Table 144. Europe Microwave Oven Market Size Forecast by Country (2026-2033) & (M USD)

Table 145. Asia Pacific Microwave Oven Sales Forecast by Region (2026-2033) & (K Units)

Table 146. Asia Pacific Microwave Oven Market Size Forecast by Region (2026-2033) & (M USD)

Table 147. South America Microwave Oven Sales Forecast by Country (2026-2033) & (K Units)

Table 148. South America Microwave Oven Market Size Forecast by Country (2026-2033) & (M USD)

Table 149. Middle East and Africa Microwave Oven Sales Forecast by Country (2026-2033) & (Units)

Table 150. Middle East and Africa Microwave Oven Market Size Forecast by Country (2026-2033) & (M USD)

Table 151. Global Microwave Oven Sales Forecast by Type (2026-2033) & (K Units)

Table 152. Global Microwave Oven Market Size Forecast by Type (2026-2033) & (M USD)

Table 153. Global Microwave Oven Price Forecast by Type (2026-2033) & (USD/Unit)

Table 154. Global Microwave Oven Sales (K Units) Forecast by Application (2026-2033)

Table 155. Global Microwave Oven Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Microwave Oven
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Microwave Oven Market Size (M USD), 2024-2033
- Figure 5. Global Microwave Oven Market Size (M USD) (2020-2033)
- Figure 6. Global Microwave Oven Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Microwave Oven Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Microwave Oven Product Life Cycle
- Figure 13. Microwave Oven Sales Share by Manufacturers in 2024
- Figure 14. Global Microwave Oven Revenue Share by Manufacturers in 2024
- Figure 15. Microwave Oven Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Microwave Oven Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Microwave Oven Revenue in 2024
- Figure 18. Industry Chain Map of Microwave Oven
- Figure 19. Global Microwave Oven Market PEST Analysis
- Figure 20. Global Microwave Oven Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Microwave Oven Market Share by Type
- Figure 27. Sales Market Share of Microwave Oven by Type (2020-2025)
- Figure 28. Sales Market Share of Microwave Oven by Type in 2024
- Figure 29. Market Size Share of Microwave Oven by Type (2020-2025)
- Figure 30. Market Size Share of Microwave Oven by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Microwave Oven Market Share by Application

- Figure 33. Global Microwave Oven Sales Market Share by Application (2020-2025)
- Figure 34. Global Microwave Oven Sales Market Share by Application in 2024
- Figure 35. Global Microwave Oven Market Share by Application (2020-2025)
- Figure 36. Global Microwave Oven Market Share by Application in 2024
- Figure 37. Global Microwave Oven Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Microwave Oven Sales Market Share by Region (2020-2025)
- Figure 39. Global Microwave Oven Market Size Market Share by Region (2020-2025)
- Figure 40. North America Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Microwave Oven Sales Market Share by Country in 2024
- Figure 43. North America Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Microwave Oven Market Size Market Share by Country in 2024
- Figure 45. U.S. Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Microwave Oven Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Microwave Oven Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Microwave Oven Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Microwave Oven Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Microwave Oven Sales Market Share by Country in 2024
- Figure 53. Europe Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Microwave Oven Market Size Market Share by Country in 2024
- Figure 55. Germany Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Microwave Oven Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Microwave Oven Sales Market Share by Region in 2024

Figure 67. Asia Pacific Microwave Oven Market Size Market Share by Region in 2024

Figure 68. China Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Microwave Oven Sales and Growth Rate (K Units)

Figure 79. South America Microwave Oven Sales Market Share by Country in 2024

Figure 80. South America Microwave Oven Market Size and Growth Rate (M USD)

Figure 81. South America Microwave Oven Market Size Market Share by Country in 2024

Figure 82. Brazil Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Microwave Oven Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Microwave Oven Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Microwave Oven Market Size and Growth Rate (M USD)

USD)

Figure 91. Middle East and Africa Microwave Oven Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Microwave Oven Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Microwave Oven Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Microwave Oven Production Market Share by Region (2020-2025)

Figure 103. North America Microwave Oven Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Microwave Oven Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Microwave Oven Production (K Units) Growth Rate (2020-2025)

Figure 106. China Microwave Oven Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Microwave Oven Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Microwave Oven Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Microwave Oven Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Microwave Oven Market Share Forecast by Type (2026-2033)

Figure 111. Global Microwave Oven Sales Forecast by Application (2026-2033)

Figure 112. Global Microwave Oven Market Share Forecast by Application (2026-2033)

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