

Microwaves in Portugal

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Abstracts

Household penetration of microwaves is already high in Portugal, with many consumers investing in this appliance during the COVID-19 years pandemic. Following the strong volume growth seen during the pandemic years, volume sales declined in 2022 and this trend continues in 2023. Weaker volume sales are visible in both built-in and freestanding product categories. Built-in microwaves have weathered the downturn better than freestanding models aided by refurbishments and new constructions in upmar...

Euromonitor International's Microwaves in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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