

Microwaves in Romania

URL:	https://marketpublishers.com/r/MF6D3173356EN.html
Date:	December 6, 2017
Pages:	32
Price:	US\$ 990.00
ID:	MF6D3173356EN

Microwaves continued on a downward spiral in 2017 as consumers shifted towards other consumer appliances. Prior to the review period, microwaves registered fast-paced growth rate as consumers embraced the products given increasingly hectic lifestyles. However, as consumers are now more preoccupied with their health, they are choosing alternatives perceived as healthier. Ovens and small cooking appliances have driven the most consumers away from microwaves. Since ready meals is a niche category i...

Euromonitor International's Microwaves in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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 2021 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.

Table of Content

Headlines

Prospects

Microwaves Is Cannibalised by Ovens and Small Cooking Appliances

Built-in Microwaves Are Becoming Increasingly Relevant

Competitive Landscape

Samsung Is the Category Leader

Brand Owners Are Focusing on Premium Products

Category Data

Table 1 Sales of Microwaves by Category: Volume 2012-2017

- Table 2 Sales of Microwaves by Category: Value 2012-2017
- Table 3 Sales of Microwaves by Category: % Volume Growth 2012-2017
- Table 4 Sales of Microwaves by Category: % Value Growth 2012-2017
- Table 5 Sales of Microwaves by Connected Appliances: % Volume 2013-2017
- Table 6 NBO Company Shares of Microwaves: % Volume 2013-2017
- Table 7 LBN Brand Shares of Microwaves: % Volume 2014-2017
- Table 8 Distribution of Microwaves by Format: % Volume 2012-2017
- Table 9 Production, Imports and Exports of Microwaves: Total Volume 2012-2017
- Table 10 Forecast Sales of Microwaves by Category: Volume 2017-2022
- Table 11 Forecast Sales of Microwaves by Category: Value 2017-2022
- Table 12 Forecast Sales of Microwaves by Category: % Volume Growth 2017-2022
- Table 13 Forecast Sales of Microwaves by Category: % Value Growth 2017-2022

Executive Summary

- Consumer Appliances on the Rise
- A More Modern Consumer
- Fierce Competition on the Market
- Chained Specialised Retailers Reign Supreme
- the Future Is Bright for the Consumer Appliances Market

Market Indicators

- Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2012-2017
- Table 15 Replacement Cycles of Consumer Appliances by Category 2012-2017
- Table 16 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022
- Table 17 Forecast Replacement Cycles of Consumer Appliances by Category 2017-2022

Market Data

- Table 18 Sales of Consumer Appliances by Category: Volume 2012-2017
- Table 19 Sales of Consumer Appliances by Category: Value 2012-2017
- Table 20 Sales of Consumer Appliances by Category: % Volume Growth 2012-2017
- Table 21 Sales of Consumer Appliances by Category: % Value Growth 2012-2017
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2012-2017
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2012-2017
- Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2012-2017
- Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2012-2017
- Table 26 Sales of Small Appliances by Category: Volume 2012-2017
- Table 27 Sales of Small Appliances by Category: Value 2012-2017
- Table 28 Sales of Small Appliances by Category: % Volume Growth 2012-2017
- Table 29 Sales of Small Appliances by Category: % Value Growth 2012-2017
- Table 30 NBO Company Shares of Major Appliances: % Volume 2013-2017
- Table 31 LBN Brand Shares of Major Appliances: % Volume 2014-2017
- Table 32 NBO Company Shares of Small Appliances: % Volume 2013-2017
- Table 33 LBN Brand Shares of Small Appliances: % Volume 2014-2017
- Table 34 Distribution of Major Appliances by Format: % Volume 2012-2017
- Table 35 Distribution of Small Appliances by Format: % Volume 2012-2017
- Table 36 Forecast Sales of Consumer Appliances by Category: Volume 2017-2022
- Table 37 Forecast Sales of Consumer Appliances by Category: Value 2017-2022
- Table 38 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2017-2022
- Table 39 Forecast Sales of Consumer Appliances by Category: % Value Growth 2017-2022
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
- Table 42 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 43 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 44 Forecast Sales of Small Appliances by Category: Volume 2017-2022

Table 45 Forecast Sales of Small Appliances by Category: Value 2017-2022

Table 46 Forecast Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 47 Forecast Sales of Small Appliances by Category: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

I would like to order:

Product name: Microwaves in Romania
Product link: <https://marketpublishers.com/r/MF6D3173356EN.html>
Product ID: MF6D3173356EN
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/MF6D3173356EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**