

Microwaves - United Kingdom

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Abstracts

Microwaves is considered a staple in UK kitchens. The UK has the highest penetration per capita, by far, in Western Europe, meaning that the category is currently highly saturated. Competition was fierce and both manufacturers and retailers had to work hard to gain new consumers. In this context, the economic downturn was not the main factor influencing the decline in both volume and value terms in this category. The weak housing market in the UK in 2009 was not as relevant to the performance...

Euromonitor International's Microwaves in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Automatic Tumble Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-In Dishwashers, Built-In Home Laundry Appliances, Built-In Large Cooking Appliances, Built-In Microwaves, Built-In Refrigeration Appliances, Cooker Hoods, Cookers, Electric Wine Coolers/Chillers, Freestanding Dishwashers, Freestanding Home Laundry Appliances, Freestanding Large Cooking Appliances, Freestanding Microwaves, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges, Hobs, Other Home Laundry Appliances, Ovens, Range Cookers.

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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