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Microwaves in Venezuela

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Abstracts

Microwaves has the potential for growth in urban centres, where lifestyles are more hectic than in rural areas where cookers and wood stoves are still present. Dynamic lifestyles have changed the habits of Venezuelan consumers, who have embraced microwaves as a convenient solution for the quick heating and defrosting of food. Despite this positive trend, the category has experienced a further decline in retail volume terms in 2018 due to supply shortages and high inflation, which has forced Vene...

Euromonitor International's Microwaves in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, 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 2023 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;

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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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