

Microwave Ovens: Market Research Report

https://marketpublishers.com/r/MC97C5F38A9EN.html

Date: April 2010

Pages: 353

Price: US\$ 3,950.00 (Single User License)

ID: MC97C5F38A9EN

Abstracts

This report analyzes the Global market for Microwave Ovens in Thousand Units.

Annual forecasts are provided for the period 2007 through 2015.

Also, a six-year historic analysis is provided.

The report profiles 63 companies including Alto-Shaam, Inc., Amana Commercial Products, Inc., Argos Limited, Bakers Pride Oven Co. Inc., Baumatic Limited, Bonnet International, BSH Home Appliances Ltd., Duke Manufacturing Company, Frigidaire, Fujimak Corporation, GE Appliances, Hoover Limited, Kenwood Limited, LG Electronics, Inc., Manitowoc Foodservice, Maytag Corporation, The Middleby Corporation, Panasonic Corporation, Samsung Electronics Co Ltd., Sears, Roebuck and Co., Sharp Corporation, and Vulcan-Hart.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.



Contents

I.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1.INDUSTRY OVERVIEW

A Quick Primer

The Japanese: Pioneers of Mass Production

Current and Future Analysis

Microwave ovens Fly Towards a Bright Future

Factors Triggering Growth

Key Market Drivers

Rising Popularity of Microwavable Foods Prop Up Demand for Microwave ovens

Developing Markets Offer Strong Growth Potential

Demand in Developed Markets Driven by Replacement Sales

Market Constraints

Growing Health Concerns Over Microwave Ovens

Changing Technological and Social Trends Among Global Consumers

Changing Definition of a Home

A Shift Towards Easy-Operable Appliances

Consumer Rating of Product Features

Ergonomical – Yet Trendy

Innovation - Name of the Game

Table 1. Microwave Oven Ownership Ratio (in %) in Select Countries (includes corresponding Graph/Chart)

2.PRODUCT OVERVIEW

Introduction



Functionalities of a Microwave oven

How it Works?

Design of Microwaves

Efficiency

Safety Features and Benefits

Drawbacks

Characteristics of a Microwave Oven

Heating Properties

Power and Capacity

Glass Turntable

Display/Panel

Vents

Guide to Microwave Cooking

Kinds of Foods

Preparing Curries

Placing Food in a Microwave

Microwave Wattages and Cooking

Food Size and Cooking Time

Microwave Cookware

Defrosting Foods

Reheating Curries

Covering Foods for Faster Cooking

Arranging Foods in the Dish:

Precautions for Using Microwaves

Microwave Oven Classification

Classification of Microwave Oven Based on Size

Classification of Microwave Ovens Based on Contemporary Functions

New Models of Microwave Ovens in the Market

Microwave Tit bits

Microwaving: Prevents Leaching of Vitamins

Microwaving: Does Not Pose Risk of Radiation

Uneven Heating Leads to Survival of Microorganisms

Microwave Cooks Frozen Food Safely

Microwave ovens - "Improved, Altered & Perfected to Meet Native Requirements"

Microwave Oven Vs Stove Cooking

3.REGIONAL MARKET OVERVIEW

3A.THE UNITED STATES



A. MARKET ANALYSIS

Outlook
Market Overview
Saturated Market Leaves Minimal Scope for Growth
Market Witnesses Growth Despite Saturation

Table 2. US Exports of Microwave Ovens in 2006: Percentage Breakdown of Value Share by Country for Canada, Mexico, Venezuela, China, Jamaica, Honduras, Trinidad and Tobago, Dominican Republic, Costa Rica, Colombia and Others (includes corresponding Graph/Chart)

Table 3. US Imports of Microwave Ovens in 2006: Percentage Breakdown of Value Share by Country for China, Malaysia, South Korea, Thailand, Sweden, Japan, and Others (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 4. US Recent Past, Current & Future Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 5. US Historic Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)

3B.CANADA

A. MARKET ANALYSIS

Outlook

Appliance Market Posts Strong Gains

Table 6. Canadian Exports of Microwave Ovens by Country (2006): Percentage Share Breakdown of Export Value by County for US, China, Panama, Bermuda, Germany,



Venezuela, and Others (includes corresponding Graph/Chart)

Table 7. Canadian Imports of Microwave Ovens by Country (2006): Percentage Breakdown of Value Share by County for China, South Korea, Malaysia, US, Thailand, Japan, Hong Kong, and Others (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 8. Canadian Recent Past, Current & Future Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 9. Canadian Historic Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)

3C.JAPAN

A. MARKET ANALYSIS

Outlook
Market Overview
Japanese Household Appliances Market Profile
Demanding Consumers Income Drive Growth
Favorable Brand Image of Japanese Products
Design of Products According to Lifestyle
Convenience and Time Saving Gadgets

Table 10. Japanese Imports of Microwave Ovens (2006): Percentage Share Breakdown of Import Value by Country – China, Thailand, Korea, Hong Kong, and Others (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 11. Japanese Recent Past, Current & Future Analysis for Microwave Ovens -



Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 12. Japanese Historic Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)

3D.EUROPE

A. MARKET ANALYSIS

Outlook
Demand Factors for Electric Appliances
Lucrative Dawn in the East
Regulatory Initiatives
Saturation Levels High for Several Electric Appliances
Key Statistical Data

Table 13. French Production of Microwave Ovens for 2006: Percentage Share Breakdown by Segment – Mono Function, Compounds, and With Grill World (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 14. European Recent Past, Current & Future Analysis for Microwave Ovens by Geographic Region – France, Germany, UK, Italy, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)II-

Table 15. European Historic Analysis for Microwave Ovens by Geographic Region – France, Germany, UK, Italy, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)

Table 16. European 12-Year Perspective for Microwave Ovens by Geographic Region – Percentage Breakdown of Volume Sales for France, Germany, UK, Italy, Spain, Russia, and Rest of Europe Markets for the Years 2003, 2009 & 2015 (includes corresponding



Graph/Chart)

3E.ASIA-PACIFIC

A. MARKET ANALYSIS

Outlook

Asia – The Region of Dynamic Local Markets

Peek into Select Markets

China

Category Dominated by Indigenous Players

Factors Driving Growth in the Appliance Market

Increasing Personal Incomes

Trendy and Sophisticated Products

Improvement in Standard of Living

Changing Attitudes of Customers

Replacement Demand

Energy Efficient Appliances

General Market Trends

INDIA

Market Overview

Changing Lifestyles - Creates an Impetus for Growth

Opportunities Galore

South India Represents a Significant Market

B. MARKET ANALYTICS

Table 17. Asia-Pacific Recent Past, Current & Future Analysis for Microwave Ovens by Geographic Region – China, India, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 18. Asia-Pacific Historic Analysis for Microwave Ovens by Geographic Region – China, India, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)



Table 19. Asia-Pacific 12-Year Perspective for Microwave Ovens by Geographic Region – Percentage Breakdown of Volume Sales for China, India, South Korea, and Rest of Asia-Pacific Markets for the Years 2003, 2009 & 2015 (includes corresponding Graph/Chart)

3F.MIDDLE EAST/AFRICA

A. MARKET ANALYSIS

Outlook

A Peek into South African Electrical Appliances Market

B. MARKET ANALYTICS

Table 20. Middle East/African Recent Past, Current & Future Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 21. Middle East/African Historic Analysis for Microwave Ovens - Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)

3G.LATIN AMERICA

A. MARKET ANALYSIS

Outlook

B. MARKET ANALYTICS

Table 22. Latin American Recent Past, Current & Future Analysis for Microwave Ovens by Geographic Region – Brazil, Mexico, Argentina, Chile, and Rest of Latin America Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 23. Latin American Historic Analysis for Microwave Ovens by Geographic Region – Brazil, Mexico, Argentina, Chile, and Rest of Latin America Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2001 through 2006



(includes corresponding Graph/Chart)

Table 24. Latin American 12-Year Perspective for Microwave Ovens by Geographic Region – Percentage Breakdown of Volume Sales for Brazil, Mexico, Argentina, Chile, and Rest of Latin America Markets for the Years 2003, 2009 & 2015 (includes corresponding Graph/Chart)

4.PRODUCT LAUNCHES

Sharp Unveils a New R270 Microwave Oven

Sharp Introduces Futuristic Insight pro Microwave Drawer® Ovens

Daiya Foods Introduces Oven Friendly Food Containers

LG Electronics Introduces Premium Products

Dawlance Introduces Pizza Special Microwave Ovens with Convection

Whirlpool Launches New Microwaves

BeeCool Introduces Range of Commercial Microwave Ovens

Heinz Unveils Prototype of Unique Microwaves

Samsung Launches Two Premium Microwave Ovens

Sharp Releases a new R86STM

GE Introduces a Single/Double Wall Oven

Samsung Launches Dual Cook Oven

LG Unveils New Line of Microwave Ovens

Dawlance Introduces BBQ Cook King Convection Microwave Oven

Nagasaki Seitei Launches Shower Cooking Mate Cooking Bag

Samsung Introduces Smart Oven Microwave Range

Godrej Launches Steam Microwave oven

Sanyo Showcases Four Microwave ovens

LG Expands Microwave ovens Portfolio

5.RECENT INDUSTRY ACTIVITY

Elwin Electronics and Tops Electronic Service Merge

Middleby Acquires TurboChef

Qingdao Water to Acquire Qingdao Microwave

Galanz and Hamilton Beach Enters Agreement

Matsushita Electric to be Renamed as Panasonic Corporation

Samsung Establishes a Home Appliance Experience Center

6.FOCUS ON SELECT GLOBAL PLAYERS



Alto-Shaam, Inc. (US)

Amana Commercial Products, Inc. (US)

Argos Limited (UK)

Bakers Pride Oven Co. Inc. (US)

Baumatic Limited (UK)

Bonnet International (France)

BSH Home Appliances Ltd. (UK)

Duke Manufacturing Company (US)

Frigidaire (US)

Fujimak Corporation (Japan)

GE Appliances (US)

Hoover Limited (UK)

Kenwood Limited (UK)

LG Electronics, Inc. (South Korea)

Manitowoc Foodservice (US)

Maytag Corporation (US)

The Middleby Corporation (US)

Panasonic Corporation (Japan)

Samsung Electronics Co Ltd (Korea)

Sears, Roebuck and Co. (US)

Sharp Corporation (Japan)

Vulcan-Hart (US)

7.GEOGRAPHIC MARKET PERSPECTIVE

Table 25. World Recent Past, Current & Future Analysis for Microwave Ovens by Geographic Region – US, Canada, Japan, Europe, Asia Pacific, Middle East/Africa, and Latin America Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 26. World Historic Analysis for Microwave Ovens by Geographic Region – US, Canada, Japan, Europe, Asia Pacific, Middle East/Africa, and Latin America Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2001 through 2006 (includes corresponding Graph/Chart)

Table 27. World 12-Year Perspective for Microwave Ovens by Geographic Region – Percentage Breakdown of Volume Sales for US, Canada, Japan, Europe, Asia Pacific,



Middle East/Africa, and Latin America Markets for the Years 2003, 2009 & 2015 (includes corresponding Graph/Chart)

III. COMPETITIVE LANDSCAPE

Total Companies Profiled: 63 (including Divisions/Subsidiaries - 88)

Region/CountryPlayers

The United States25

Canada

Japan

Europe

France

Germany

The United Kingdom

Italy

Rest of Europe

Asia-Pacific (Excluding Japan)

Middle-East



I would like to order

Product name: Microwave Ovens: Market Research Report

Product link: https://marketpublishers.com/r/MC97C5F38A9EN.html

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/MC97C5F38A9EN.html