

# North America Microwave Market Size, Share & Trends Analysis Report By Type (Countertop, Over-the-Range, Built-In), By Technology (Convection, Traditional), By Price, By Capacity, By Power, By Distribution Channel, By Country, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### North America Microwave Market Growth & Trends

The North America microwave market size is anticipated to reach USD 8.54 billion by 2030, exhibiting a CAGR of 3.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. The demand for microwave ovens is increasing in the U.S. as more families seek quick and convenient cooking solutions. Microwave ovens are becoming more popular in urban areas and among working populations as they offer an efficient way to prepare meals. There is a rising trend toward nuclear families and single-person households.

The preference for compact and efficient cooking appliances has risen due to the shift toward smaller household sizes. The average household size in the U.S. was 3.7 people in 1940, while in 2022, it decreased to 2.5 individuals per household, according to the Census Bureau's annual Current Population Survey. This trend favors the market as consumers look for appliances that suit their lifestyle needs.

A key opportunity in microwave technology lies in prioritizing sustainability and energy efficiency. Manufacturers are integrating cutting-edge features like hybrid architectures

and real-time data monitoring to maximize energy efficiency and minimize operational costs. These initiatives not only promote environmental sustainability by reducing carbon emissions but also yield substantial cost savings for businesses.

Manufacturers are placing a significant emphasis on reducing the carbon footprint of microwaves. Through the utilization of sustainable materials and the implementation of energy-efficient technologies, companies are striving to reduce the environmental impact of their products. These initiatives are in alignment with the key sustainability goals within the industry.

Microwave technology is advancing in real-time data monitoring, offering operators instant feedback on cooking performance. These systems facilitate more efficient utilization of energy and resources, contributing to improved cooking quality, reduced energy costs, and enhanced overall kitchen productivity.

#### North America Microwave Market Report Highlights

The countertop microwave market accounted for a major share of North America revenues in 2023. Countertop microwaves provide fast and convenient cooking solutions, meeting the needs of busy individuals seeking meal preparation convenience.

North America convection microwave market is projected to grow at a CAGR of 4.6% from 2024 to 2030. Efficiency and convenience are significant factors driving the conventional microwave market.

Microwaves priced between USD 301 to USD 500 accounted for a major share of North America revenues in 2023. Microwave appliances in this price range excel in striking a balance between affordability and functionality, making them appealing to a wide range of consumers.

High powered microwave market is projected to grow at the highest CAGR from 2024 to 2030. Microwaves with higher wattage significantly reduce the time needed to cook, making them a suitable choice for both individuals and families who value quick and convenient meal solutions.

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