

# **India Microwave Oven Market, By Type (Convection, Grill, Solo), By Capacity (Below 25 Liters, 25-30 Liters, Above 30 Liters), By End Use (Residential and Commercial), By Distribution Channel (Multibranded Stores, Supermarkets/hypermarkets, Exclusive Stores, Online, and Others (Direct Sales, Wholesales, etc.)), By Region (North, West, South and East), Competition, Forecast & Opportunities, 2028F**

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## **Abstracts**

India microwave oven market was valued at USD243.10 million in 2022, which may register a growth of 7.91% during the forecast period, to achieve the market value of USD376.37 million by 2028. The market growth can be attributed to rising demand for modern kitchen appliances in Indian households. Rising disposable income among the population and higher household finances further support the India microwave oven market's growth in the next five years. The surge in demand for ready-to-eat meals and microwavable eatables also support the growth of the India microwave oven market in the next five years. The growing inclination of the population toward a sedentary lifestyle, hectic work schedules, and lack of time and resources to indulge in extensive home cooking further substantiate the growth of the India microwave oven market in the future five years.

Rapid urbanization and rising living standards of the country's middle-class and high-class population also aid the growth of the India microwave oven market in the forecast years through 2027.

The India microwave oven market is segmented by type, capacity, end-use, distribution

channel, competitive analysis, and regional distribution. Based on type, the market is further segmented into convection, grill, and solo. By capacity, the market is fragmented into below 25 liters, 25-30 liters, and above 30 liters. Based on end use, the market is differentiated between residential and commercial. By distribution channel, the market is segmented into multibranded stores, supermarkets/hypermarkets, exclusive stores, online, and others like direct sales, wholesales, etc. Multibranded stores are anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on the grounds of availability of the multiple brands at one store, choosing products available for the consumer. Moreover, these stores are also functional on the brand values, thereby aiding the market's growth. The market is also discussed in regional analysis among North India, South India, West India, and East India region.

LG Electronics India Pvt. Ltd., Samsung India Electronics Private Ltd., IFB Industries Limited, Whirlpool of India Ltd., Panasonic India Pvt. Ltd., Godrej & Boyce Manufacturing Company Limited, Haier Smart Home Co. Ltd., Bajaj Electricals Ltd, Ken Lifestyles Private Limited, Siemens Limited, etc. are some of the leading market players of the India microwave oven market. New market players are also actively entering the market in the recent years and further strengthening the future market growth.

Years considered for this report:

Historical Years: 2018- 2021

Base Year: 2022

Estimated Year: 2023E

Forecast Period: 2024F – 2028F

Objective of the Study:

To analyze the historical growth in the market size of India microwave oven market from 2018 to 2022.

To estimate and forecast the market size of India microwave oven market from 2023E to 2028F and growth rate until 2028F.

To classify and forecast India microwave oven market based on type, capacity, end use, distribution channel, competitive analysis, and regional distribution.

To identify dominant region or segment in the India microwave oven market.

To identify drivers and challenges for India microwave oven market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India microwave oven market.

To identify and analyze the profile of leading players operating in India microwave oven market.

To identify key sustainable strategies adopted by market players in India microwave oven market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across India.

TechSci Research calculated the market size of India microwave oven market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these products and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, suppliers, distributors, and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to microwave oven

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India microwave oven market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Microwave Oven Market, By Type:

Convection

Solo

Grill

India Microwave Oven Market, By Capacity:

Below 25 Liters

25-30 Liters

Above 30 Liters

India Microwave Oven Market, By End Use:

Residential

Commercial

### India Microwave Oven Market, By Distribution Channel:

Multi-Branded Stores

Supermarkets/Hypermarkets

Exclusive Stores

Online

Others

### India Microwave Oven Market, By Region:

North

West

South

East

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India microwave oven market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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