

United States Microwave Oven Market, By Product Type (Convection, Grill, Solo), By Application (Household, Commercial), By Structure (Free-Standing, Built-In), By Distribution Channel (Store Based, Non-Store Based), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/U60DE29BFBD7EN.html>

Date: May 2025

Pages: 81

Price: US\$ 3,500.00 (Single User License)

ID: U60DE29BFBD7EN

Abstracts

Market Overview

The United States Microwave Oven Market was valued at USD 9.89 billion in 2024 and is projected to reach USD 13.75 billion by 2030, growing at a CAGR of 5.71% during the forecast period. Growth in this market is driven by evolving consumer preferences for convenient, time-efficient kitchen solutions and the rising integration of advanced technologies in household appliances. Increasing urbanization and the shift toward compact living spaces have spurred demand for versatile, space-saving cooking appliances. Multifunctional convection microwave ovens have gained popularity for their efficiency and adaptability in modern kitchens. The commercial segment, including restaurants and cafes, also supports market expansion by seeking faster and more energy-efficient cooking solutions. Amidst intense market competition, major players such as Whirlpool, Samsung, LG, and Bosch are focusing on product innovation, smart features, and stylish designs to differentiate themselves and capture consumer interest.

Key Market Drivers

Demand for Convenience and Time-Saving Solutions

The growing demand for convenient, time-efficient cooking methods is a significant driver in the U.S. microwave oven market. With busy lifestyles and increased consumption of ready-to-eat and frozen meals, consumers are turning to appliances that enable quick and hassle-free food preparation. Microwave ovens fulfill this need by offering a fast and reliable way to heat, defrost, and cook meals. This is especially important for working professionals and urban households seeking to minimize time spent in the kitchen. The appliance's role in simplifying daily routines and enhancing kitchen efficiency continues to fuel its popularity across U.S. households.

Key Market Challenges

Market Saturation and Intense Competition

The U.S. microwave oven market faces a significant challenge in the form of saturation, particularly in urban regions where most households already own a microwave. As a result, market growth relies largely on replacement purchases, which are often infrequent and driven by pricing or upgraded features. Moreover, the market is highly competitive, with established brands like Whirlpool, LG, GE Appliances, and Samsung competing aggressively through pricing strategies, innovation, and promotions. This competitive pressure narrows profit margins and raises barriers for smaller brands and new entrants, limiting opportunities for expansion in an already mature market.

Key Market Trends

Emphasis on Multifunctionality and Versatility

A notable trend shaping the U.S. microwave oven market is the increasing demand for multifunctional and versatile appliances. Consumers are gravitating towards models that combine multiple cooking modes—such as baking, grilling, air frying, and roasting—in one unit. Convection microwave ovens, which merge the benefits of microwave and convection cooking, are gaining traction for their ability to perform a variety of culinary tasks. This preference aligns with a broader movement toward optimizing kitchen space and enhancing efficiency, particularly in urban homes where compact, all-in-one solutions are increasingly valued.

Key Market Players

Whirlpool Corporation

Electrolux Home Products, Inc.

Samsung Electronics America, Inc.

BSH Home Appliances Corporation

LG Electronics USA, Inc.

Haier U.S. Appliance Solutions, Inc.

Panasonic Corporation of North America

Illinois Tool Works Inc.

Sharp Electronics Corporation

Breville USA, Inc.

Report Scope:

In this report, the United States Microwave Oven Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Microwave Oven Market, By Product Type:

Convection

Grill

Solo

United States Microwave Oven Market, By Application:

Household

Commercial

United States Microwave Oven Market, By Structure:

Free-Standing

Built-In

United States Microwave Oven Market, By Distribution Channel:

Store Based

Non-Store Based

United States Microwave Oven Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Microwave Oven Market.

Available Customizations:

United States Microwave Oven Market report 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:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. UNITED STATES MICROWAVE OVEN MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Convection, Grill, Solo)

5.2.2. By Application (Household, Commercial)

5.2.3. By Structure (Free-Standing, Built-In)

5.2.4. By Distribution Channel (Store Based, Non-Store Based)

5.2.5. By Regional

5.2.6. By Company (2024)

5.3. Market Map

6. UNITED STATES CONVECTION MICROWAVE OVEN MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application

6.2.2. By Structure

6.2.3. By Distribution Channel

7. UNITED STATES GRILL MICROWAVE OVEN MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Application

7.2.2. By Structure

7.2.3. By Distribution Channel

8. UNITED STATES SOLO MICROWAVE OVEN MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Application

8.2.2. By Structure

8.2.3. By Distribution Channel

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

10.1. Merger & Acquisition (If Any)

10.2. Product Launches (If Any)

10.3. Recent Developments

11. UNITED STATES ECONOMIC PROFILE

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Whirlpool Corporation

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Electrolux Home Products, Inc.

13.1.3. Samsung Electronics America, Inc.

13.1.4. BSH Home Appliances Corporation

13.1.5. LG Electronics USA, Inc.

13.1.6. Haier U.S. Appliance Solutions, Inc.

13.1.7. Panasonic Corporation of North America

13.1.8. Illinois Tool Works Inc.

13.1.9. Sharp Electronics Corporation

13.1.10. Breville USA, Inc.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Microwave Oven Market, By Product Type (Convection, Grill, Solo), By Application (Household, Commercial), By Structure (Free-Standing, Built-In), By Distribution Channel (Store Based, Non-Store Based), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/U60DE29BFBD7EN.html>

Price: US\$ 3,500.00 (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/U60DE29BFBD7EN.html>