

# **United States Microwave Oven Market Segmented By Product (Convection, Grill and Solo), By Application (Household and Commercial), By Structure (Free-Standing and Built-In), By Distribution Channel (Store Based, Non-Store Based), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

United States Microwave Oven Market has valued at USD 9.56 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.6% through 2028. The United States Microwave Oven Market is a dynamic and evolving industry that has become an integral part of modern American kitchens. Microwave ovens have revolutionized cooking and food preparation, offering convenience, speed, and versatility to consumers. This market has witnessed substantial growth and transformation over the years, driven by various factors, including technological advancements, changing consumer preferences, and shifting lifestyle patterns.

The United States Microwave Oven Market is characterized by a wide range of products that cater to diverse needs and preferences. These appliances come in various sizes, types, and functionalities, such as countertop, built-in, over-the-range, and microwave oven-hood combinations. This diversity allows consumers to choose microwave ovens that best fit their kitchen layouts and cooking habits.

One of the key drivers of this market is the fast-paced lifestyle of many Americans. Microwave ovens offer quick and efficient cooking, reheating, and defrosting capabilities, making them indispensable for busy households. The demand for ready-to-eat meals and microwaveable convenience foods has further bolstered the need for microwave ovens, as they provide a means to prepare these items rapidly.

In recent years, the market has also witnessed an emphasis on advanced features and smart technologies. Microwave ovens now come equipped with sensor cooking, convection baking, and even integration with smart home systems. These innovations enhance the cooking experience and provide users with greater control and precision in their kitchen activities.

Environmental concerns have become a prominent consideration in the United States Microwave Oven Market. Manufacturers are increasingly focusing on energy efficiency and reducing the carbon footprint of their products. This has led to the development of microwave ovens that consume less energy and incorporate eco-friendly materials.

Several well-established appliance manufacturers dominate the market, including Panasonic, Whirlpool, Samsung, LG, and GE Appliances. These companies consistently introduce new models, features, and designs, which contribute to the market's competitive nature and drive ongoing innovation.

## Key Market Drivers

### Changing Consumer Lifestyles and Food Habits

One of the primary drivers of the microwave oven market in the United States is the changing lifestyles and food habits of consumers. In today's fast-paced world, convenience is a top priority for many households. Microwave ovens offer a quick and efficient way to heat, cook, and defrost food, making them an indispensable appliance in modern kitchens.

As the American population becomes increasingly busy and health-conscious, microwave ovens are not only used for reheating leftovers but also for cooking fresh, healthy meals. The market has responded to this trend with the introduction of microwave ovens equipped with advanced features like convection cooking, grill functions, and sensor cooking technology. These innovations enable consumers to prepare a wider range of dishes, from baked goods to grilled meats, in a fraction of the time it would take with conventional cooking methods.

The microwave oven market is also influenced by the growth of single-person and small households. With more individuals living alone or in smaller family units, the demand for compact and countertop microwave ovens has surged. Manufacturers have recognized this trend and developed smaller, space-saving models that cater to the needs of these

demographics.

### Technological Advancements and Smart Microwave Ovens

The second major driver of the United States microwave oven market is technological advancements. Microwave oven manufacturers are constantly innovating to enhance the cooking experience, improve energy efficiency, and add user-friendly features. One significant trend in recent years is the emergence of smart microwave ovens.

Smart microwaves are equipped with Wi-Fi connectivity and mobile apps, enabling users to control and monitor their microwave ovens remotely. These appliances can be integrated into smart home ecosystems, allowing for voice commands and seamless integration with other smart kitchen appliances. This trend not only enhances user convenience but also opens up opportunities for customization and recipe management through apps.

In addition to smart features, microwave ovens are incorporating sensor technology for precise cooking. Sensors detect humidity, moisture, and temperature levels within the oven, adjusting cooking times and power levels to ensure optimal results. These advancements improve cooking precision and reduce the chances of overcooking or undercooking food.

Furthermore, eco-friendly and energy-efficient microwave ovens are gaining traction in the market. Consumers are increasingly concerned about energy consumption and environmental impact. Microwave oven manufacturers are responding by designing products that are more energy-efficient, reducing both operating costs and carbon footprints.

### Expansion of the Foodservice Industry and Commercial Applications

The third significant driver of the United States microwave oven market is the expansion of the foodservice industry and the diverse commercial applications for microwave ovens. Microwave ovens are not limited to household use; they have found a prominent place in restaurants, convenience stores, cafeterias, and various other food establishments.

Commercial microwave ovens are designed to handle high-volume cooking and reheating, making them essential for foodservice businesses looking to streamline their operations. From heating pre-prepared meals to quickly defrosting ingredients,

commercial microwave ovens play a vital role in the efficient functioning of these establishments.

Moreover, microwave ovens are widely used in the healthcare sector for patient meal service and food warming. Their ability to provide consistent and rapid heating is particularly valuable in healthcare facilities where maintaining food quality and safety is paramount.

## Key Market Challenges

### Market Saturation and Competition

One of the primary challenges in the U.S. microwave oven market is market saturation and intense competition. Microwave ovens have become a standard kitchen appliance in most American households. As a result, the market is reaching a point of saturation, where the majority of potential consumers already own a microwave oven. This situation makes it increasingly challenging for manufacturers to drive significant growth in terms of unit sales.

To counteract this, manufacturers are engaging in fierce competition, not only with traditional microwave oven models but also with emerging kitchen appliances that offer microwave-like functionality. For instance, the rise of convection ovens and countertop air fryers with microwave capabilities has created additional competition within the cooking appliance sector.

Furthermore, the entry of new players and private labels adds to the market's competitive landscape, putting pressure on established brands to innovate, differentiate their products, and offer competitive pricing to maintain or expand their market share. As a result, manufacturers must continually invest in research and development to bring innovative features and designs to the market to attract consumers.

### Evolving Consumer Preferences and Technology

As technology advances and consumer preferences shift, microwave oven manufacturers are challenged to adapt to these changes. Today's consumers demand more than just basic reheating and defrosting functions. They seek microwave ovens with advanced features such as sensor cooking, convection capabilities, and smart technology integration.

Moreover, health-conscious consumers are looking for appliances that offer healthier cooking options, leading to the development of microwave ovens that can steam, grill, and bake. Manufacturers must navigate the delicate balance of meeting these evolving consumer demands while keeping products affordable and user-friendly.

The rise of smart kitchen appliances further complicates the landscape. Consumers are increasingly interested in appliances that can be controlled via smartphone apps, voice assistants, or integrated with other smart devices in their homes. This technology integration comes with its set of challenges, including security concerns and the need to develop and maintain compatible apps and systems.

To stay competitive, microwave oven manufacturers must continuously invest in research and development to create innovative products that cater to evolving consumer needs and technological advancements.

### Environmental Sustainability and Energy Efficiency

Environmental concerns and energy efficiency have become paramount in the U.S. microwave oven market. As consumers become more environmentally conscious, they are seeking appliances that are energy-efficient and have a lower carbon footprint. Microwave ovens, while generally more energy-efficient than traditional ovens, still consume electricity and contribute to overall household energy use.

Manufacturers are thus challenged to develop microwave ovens that are more energy-efficient while still maintaining their cooking performance. Energy efficiency can be achieved through improved insulation, reduced standby power consumption, and advanced cooking sensors that optimize cooking times and power levels.

Additionally, there is a growing focus on the recyclability and sustainability of microwave oven components. Manufacturers are under pressure to design products with fewer hazardous materials, to use recycled and recyclable materials, and to create more durable appliances that have a longer lifespan, reducing waste and the need for frequent replacements.

Furthermore, the packaging and shipping of microwave ovens also come under scrutiny as consumers and regulatory bodies seek to reduce the environmental impact of the entire product lifecycle.

### Key Market Trends

## Smart and Connected Microwave Ovens

The integration of smart technology into kitchen appliances is a noteworthy trend in the U.S. microwave oven market. Smart microwave ovens are equipped with features like Wi-Fi connectivity, mobile apps, and voice control capabilities, allowing users to interact with their appliances in innovative ways. With the help of smartphone apps, users can remotely monitor and control cooking settings, adjust power levels, and access a wide range of pre-programmed recipes. Additionally, voice assistants like Amazon's Alexa and Google Assistant enable hands-free operation, making cooking more convenient.

The rise of smart microwave ovens not only enhances the user experience but also contributes to energy efficiency and reduces food wastage. By utilizing the latest sensors and connectivity options, these appliances offer precise cooking control, ensuring that dishes are cooked to perfection. This trend aligns with the broader adoption of smart home technologies, as consumers increasingly seek interconnected kitchen appliances that make their lives easier and more efficient.

## Eco-Friendly Microwave Ovens

Environmental sustainability has become a paramount concern in the appliance industry, and the microwave oven market is no exception. A growing number of consumers are seeking eco-friendly options, prompting manufacturers to develop microwave ovens that are energy-efficient and built with sustainable materials. These ovens are designed to reduce power consumption during operation, contributing to lower electricity bills and a smaller carbon footprint.

Furthermore, microwave oven manufacturers are exploring ways to make their products more environmentally responsible. This includes using recycled and recyclable materials in the manufacturing process and designing ovens with longer lifespans to reduce electronic waste. Additionally, innovations like microwave ovens with inverter technology have become more widespread, as they offer precise power control and even cooking, reducing the potential for overcooking and food wastage.

## Multipurpose and Health-Conscious Cooking

Another significant trend in the U.S. microwave oven market is the development of multipurpose microwave ovens that cater to health-conscious consumers. These appliances are equipped with advanced cooking features, such as convection and air



frying capabilities, enabling users to prepare a wide range of dishes quickly and with less oil. The popularity of air fryer microwave ovens, in particular, has surged due to the desire for healthier cooking methods.

Moreover, microwave ovens are increasingly being used for cooking and reheating a variety of health-conscious meals, including steamed vegetables, quinoa, and lean proteins. With the emphasis on nutrition and wellness, consumers are seeking appliances that facilitate healthier eating habits. Manufacturers are responding to this demand by offering pre-programmed cooking modes for specific dietary requirements, such as keto, paleo, or low-sodium diets.

## Segmental Insights

### Type Insights

Convection microwave ovens have carved out a significant share in the United States microwave oven market, and their popularity continues to grow. Convection microwave ovens combine the quick and efficient cooking capabilities of traditional microwaves with the added functionality of convection cooking, baking, and roasting. This versatility has made them a favored choice among consumers, and several factors contribute to their prominence in the U.S. market.

One of the key drivers of convection microwave oven's success is their ability to save time and energy. These appliances use microwave technology to cook or reheat food rapidly, which is perfect for busy individuals and families looking to prepare meals quickly. In addition, the convection feature allows for even baking and roasting, making these ovens versatile kitchen companions. With a convection microwave, you can brown, crisp, and bake your dishes in addition to regular microwave cooking, eliminating the need for a separate oven.

The U.S. microwave oven market has seen a shift in consumer preferences towards appliances that offer multiple cooking functions in one, and convection microwaves fit this trend perfectly. The convenience of having a microwave and convection oven in a single unit is a significant selling point, particularly for those with limited kitchen space. This dual-functionality makes convection microwaves a practical choice for urban dwellers and those living in smaller homes and apartments.

Furthermore, the rise of the convection microwave can be attributed to the increasing focus on healthy eating and home-cooked meals. Convection cooking allows for oil-free

and healthier preparation methods, as it circulates hot air to cook food evenly, reducing the need for excessive oil. This appeals to health-conscious consumers seeking alternatives to deep frying and greasy cooking methods.

### Distribution Channel Insights

Store-based retailing, including physical stores and showrooms, maintains a significant share in the United States microwave oven market. This enduring presence is underpinned by several crucial factors that continue to make in-person shopping experiences a preferred choice for consumers when it comes to purchasing microwave ovens.

**Tangible Shopping Experience:** Physical stores offer customers a tactile and interactive shopping experience. Shoppers can physically examine microwave ovens, open and close doors, assess build quality, and gauge the product's size and appearance. This hands-on experience allows customers to make informed decisions about the appliance they are purchasing, which is particularly important for an item like a microwave oven, as its size and features must align with the customer's kitchen setup and requirements.

**Expert Assistance:** Store-based retail often provides access to knowledgeable sales associates who can offer valuable advice and guidance. These experts can explain the features and functionalities of different microwave oven models, helping customers select the one that best suits their needs. They can also address any questions or concerns, making the purchasing process more comfortable and informed.

**Immediate Gratification:** Buying a microwave oven from a physical store provides immediate access to the product. Customers can take the appliance home with them on the same day, eliminating the need to wait for delivery. This convenience is especially appealing when a customer's old microwave has malfunctioned, and they require a replacement quickly.

**Trust and Credibility:** Traditional retailers often have established reputations and brand recognition that can instill trust and credibility in consumers. Shoppers tend to feel more secure making a significant purchase like a microwave oven from a well-known store with a track record for quality products and customer service.

**Product Comparison:** Physical stores offer the advantage of side-by-side product comparisons. Shoppers can view multiple microwave oven models in one location, evaluating their features, prices, and design variations. This facilitates an easier



decision-making process as customers can directly compare the options available.

**Returns and Customer Service:** In the event of a problem or dissatisfaction with the microwave oven, returning or exchanging the product is typically more straightforward when dealing with a local, physical store. Many stores have customer service desks to address issues promptly and offer solutions, including returns and repairs.

Despite the growth of e-commerce and online retail, store-based retailers in the United States microwave oven market continue to thrive by offering these advantages. For consumers who prioritize seeing and feeling the product, obtaining expert assistance, and taking their purchase home immediately, physical stores remain a preferred choice.

## Regional Insights

The Southern region of the United States has undeniably carved out a significant share in the country's microwave oven market. This thriving industry plays a crucial role in modern American kitchens, and the South's substantial contribution to this market is rooted in several key factors.

First and foremost, the South is home to a multitude of households, restaurants, and businesses, all of which drive the demand for microwave ovens. This demand is consistently high, as microwaves have become an integral part of daily life for cooking, reheating, and defrosting food. The Southern region, with its vibrant and diverse population, provides a large and continuously growing consumer base for microwave oven manufacturers.

The South's economic environment and policies have also played a pivotal role in attracting major players in the microwave oven industry. Business-friendly states in the region have been magnets for appliance manufacturers. Corporations like Whirlpool, Panasonic, and Samsung have established manufacturing facilities, distribution centers, and research and development operations in the South. This strategic presence allows them to meet the demands of the southern market efficiently while also serving customers nationwide.

The region's accessibility and well-developed transportation infrastructure are additional advantages. With a network of highways, railways, and ports, the South enables the seamless flow of microwave ovens from production facilities to retailers and consumers. This logistical advantage not only benefits local consumers but also makes the South a crucial distribution hub for microwave ovens throughout the United States.

Moreover, the South offers an array of manufacturing resources, including skilled labor, technological expertise, and supportive educational institutions. These factors contribute to the region's ability to produce microwave ovens that meet the highest industry standards, ensuring product quality and innovation.

Environmental considerations and energy efficiency have become increasingly important in the microwave oven market. Manufacturers in the South have responded to this by developing energy-efficient appliances and incorporating sustainable practices in their operations. This approach aligns with the growing consumer interest in eco-friendly appliances and regulations aimed at reducing energy consumption.

### 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 Segmented By Product (Convection, Grill and Solo), By Application (Househo...*

### United States Microwave Oven Market, By Product:

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

Mid-West

North-East

## 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, Tech Sci 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).

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