



Microwaves in the Netherlands

December 2023

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Microwaves in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline as consumers limit spending to essentials
Single-households continue to drive sales of microwaves in 2023
Established brands dominate the landscape, where little innovation takes place

PROSPECTS AND OPPORTUNITIES

Retail volume sales rise as the housing market improves
Smart functionality will increase as multi-use becomes vital for retail volume sales
With a lack of innovation unit prices are expected to remain constant

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