



# Microwaves in Chile

December 2023

Table of Contents

## Microwaves in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flat growth for microwaves due to fairly high penetration of local households  
Thomas remains leading brand in consolidated competitive landscape  
The search for diversification

#### PROSPECTS AND OPPORTUNITIES

Microwaves will struggle to achieve stronger growth over the forecast period  
Private label to remain acceptable option for price-sensitive Chileans  
Omnichannel strategy to push sales likely to remain prevalent

#### CATEGORY DATA

- Table 1 - Sales of Microwaves by Category: Volume 2018-2023
- Table 2 - Sales of Microwaves by Category: Value 2018-2023
- Table 3 - Sales of Microwaves by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Microwaves by Category: % Value Growth 2018-2023
- Table 5 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023
- Table 6 - NBO Company Shares of Microwaves: % Volume 2019-2023
- Table 7 - LBN Brand Shares of Microwaves: % Volume 2020-2023
- Table 8 - Distribution of Microwaves by Format: % Volume 2018-2023
- Table 9 - Production of Microwaves: Total Volume 2018-2023
- Table 10 - Forecast Sales of Microwaves by Category: Volume 2023-2028
- Table 11 - Forecast Sales of Microwaves by Category: Value 2023-2028
- Table 12 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
- Table 13 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

## Consumer Appliances in Chile - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

### MARKET INDICATORS

- Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

- Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023
- Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 24 - Sales of Small Appliances by Category: Volume 2018-2023
- Table 25 - Sales of Small Appliances by Category: Value 2018-2023
- Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023  
Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/microwaves-in-chile/report](http://www.euromonitor.com/microwaves-in-chile/report).