



Microwaves in the US

November 2023

Table of Contents

Microwaves in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued decline after pandemic high
Smart features see passive consumer adoption
Streamlined built-in designs remain popular

PROSPECTS AND OPPORTUNITIES

Microwaves is a staple appliances category, projected to experience stable growth
Air quality concerns to drive demand for microwaves with ventilation
Improvements in the housing market may drive growth

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 the US - 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-the-us/report.