

Microwaves in Portugal

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline due to financial constraints and overall maturity

Promotional activity recovers after the recent slowdown

Microwaves remains a fragmented category

PROSPECTS AND OPPORTUNITIES

Microwaves impacted by maturity and ongoing economic constraints

Growing popularity of air fryers to impede consumer demand for microwaves

Changes expected in the distribution of microwaves

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 Portugal - 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-portugal/report.