

Microwaves in Greece

December 2023

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Microwaves in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in outperforms freestanding despite sales being challenged by higher price points
Entry-level freestanding models lead sales among students and single-person households
The increase in availability of ready meals positively impacts sales

PROSPECTS AND OPPORTUNITIES

Retailers to focus on energy-saving benefits to boost sales of microwaves
Competition with multicookers and air fryers is a challenge for growth
Growth is driven by premium models that offer grilling and BBQ functions

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