

# Microwaves in Austria

January 2024

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## Microwaves in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers postpone microwave purchases due to the rising cost of living  
Retail value sales decline as demand lowers and prices remain stable  
The role of homewares and home furnishing stores decreases in microwaves

#### PROSPECTS AND OPPORTUNITIES

Population growth aid microwaves, which benefit from convenience and affordability  
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E-commerce grows as consumers appreciate price comparisons and convenience

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