

# Microwaves in the US

November 2023

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## Microwaves in the US - Category analysis

### KEY DATA FINDINGS

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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  
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Improvements in the housing market may drive growth

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