



**Euromonitor
International**

Microwaves in Germany

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Microwaves an established appliance in German kitchens
- Multifunctional microwaves become increasingly popular
- Competitive landscape features strong representation of established brands

PROSPECTS AND OPPORTUNITIES

- Energy efficiency is key for consumers when purchasing microwaves
- Smart and connected features will gain share
- Premium design and compact models

CATEGORY DATA

- Table 1 - Sales of Microwaves by Category: Volume 2019-2024
- Table 2 - Sales of Microwaves by Category: Value 2019-2024
- Table 3 - Sales of Microwaves by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Microwaves by Category: % Value Growth 2019-2024
- Table 5 - Sales of Microwaves by Smart Appliances: % Volume 2020-2024
- Table 6 - NBO Company Shares of Microwaves: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Microwaves: % Volume 2021-2024
- Table 8 - Distribution of Microwaves by Format: % Volume 2019-2024
- Table 9 - Production of Microwaves: Total Volume 2019-2024
- Table 10 - Forecast Sales of Microwaves by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Microwaves by Category: Value 2024-2029
- Table 12 - Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

Consumer Appliances in Germany - Industry Overview

EXECUTIVE SUMMARY

- Consumer appliances in 2024: The big picture
- 2024 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 2019-2025
- Table 15 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 16 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 17 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 - Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 - Sales of Small Appliances by Category: Value 2019-2024
- Table 26 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 28 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 30 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 32 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 33 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 43 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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-germany/report.