



Microwaves in the Netherlands

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline as consumers limit spending to essentials
Single-households continue to drive sales of microwaves in 2023
Established brands dominate the landscape, where little innovation takes place

PROSPECTS AND OPPORTUNITIES

Retail volume sales rise as the housing market improves
Smart functionality will increase as multi-use becomes vital for retail volume sales
With a lack of innovation unit prices are expected to remain constant

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 the Netherlands - 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

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SOURCES

Summary 1 - Research Sources

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