



Microwaves in Spain

December 2023

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Microwaves in Spain - Category analysis

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2023 DEVELOPMENTS

Microwaves sales struggle to recovery after the pandemic

Combination ovens continue to receive interest from consumers looking for microwaves

Competitive landscape experienced little change during the year

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Manufacturer will focus on innovation to power demand

Built-in microwaves will continue growing in popularity over the forecast period

E-commerce is expected to continue growing in importance

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