



Euromonitor
International

Microwaves in Greece

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Multifunctional models drive growth
- Built-in microwave penetration is on the rise
- Surge in air fryers is an obstacle to entry-level microwaves

PROSPECTS AND OPPORTUNITIES

- The penetration of multifunctional models is set to increase
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Consumer Appliances in Greece - Industry Overview

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