



**Euromonitor
International**

Microwaves in Italy

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Another tough year for microwaves as consumers continue to face financial pressures
Microwaves no longer a status symbol
Premium microwaves offer special functions to attract demand

PROSPECTS AND OPPORTUNITIES

Microwaves likely to be influenced by the search for energy efficiency and the growing demand for convenience
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