



# Microwaves in Italy

December 2023

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## Microwaves in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Microwaves faces tough competition from other consumer appliances  
Consumers lack a general understanding of how to use microwaves beyond basic tasks  
Smaller homes present challenges and opportunities for microwaves

#### PROSPECTS AND OPPORTUNITIES

Prime Day and Black Friday present important opportunities for sales  
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