

# Microwaves in the United Arab Emirates

December 2024

**Table of Contents** 

## Microwaves in the United Arab Emirates - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Low growth for built-in microwaves as consumers weigh cost versus benefits Budget-conscious consumers opt for essential functionality in microwaves LG and Panasonic maintain strong positions amid intense competition

## PROSPECTS AND OPPORTUNITIES

Shift towards multifunctional and smart microwaves
Rising preference for compact microwaves among apartment dwellers
Growth of e-commerce and shifting distribution

#### **CATEGORY DATA**

- Table 1 Sales of Microwaves by Category: Volume 2019-2024
- Table 2 Sales of Microwaves by Category: Value 2019-2024
- Table 3 Sales of Microwaves by Category: % Volume Growth 2019-2024
- Table 4 Sales of Microwaves by Category: % Value Growth 2019-2024
- Table 5 Sales of Microwaves by Smart Appliances: % Volume 2020-2024
- Table 6 NBO Company Shares of Microwaves: % Volume 2020-2024
- Table 7 LBN Brand Shares of Microwaves: % Volume 2021-2024
- Table 8 Distribution of Microwaves by Format: % Volume 2019-2024
- Table 9 Production of Microwaves: Total Volume 2019-2024
- Table 10 Forecast Sales of Microwaves by Category: Volume 2024-2029
- Table 11 Forecast Sales of Microwaves by Category: Value 2024-2029
- Table 12 Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029
- Table 13 Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

## Consumer Appliances in the United Arab Emirates - Industry Overview

#### **EXECUTIVE SUMMARY**

Consumer appliances in 2024: The big picture

2024 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 2019-2025
- Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

# MARKET DATA

- Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 17 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 Sales of Small Appliances by Category: Value 2019-2024
- Table 26 Sales of Small Appliances by Category: % Volume Growth 2019-2024

- Table 27 Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 28 NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 29 LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 30 NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 31 LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 32 Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 33 Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 35 Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 42 Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 43 Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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#### **SOURCES**

Summary 1 - Research Sources

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