

Microwaves in Vietnam

January 2025

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Microwaves in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves struggle to retain the interest of consumers and manufacturers Compact and space-saving designs for flats offer bright spots Automatic features and multiple cooking modes add some dynamism to the offer

PROSPECTS AND OPPORTUNITIES

Microwaves is set to continue to lose ground in the forecast period Enhancing environmental sustainability and the user experience More customised or aesthetically-pleasing microwaves on the horizon

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