



# Microwaves in South Korea

December 2023

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## Microwaves in South Korea - Category analysis

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#### 2023 DEVELOPMENTS

Two consecutive years of volume decline as consumers restrict expenditure during period of economic instability

Manufacturers are actively promoting multifunctional microwaves to boost sales

Food company Pulmuone launches microwave

#### PROSPECTS AND OPPORTUNITIES

Microwaves expected to experience stagnation over the forecast period

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Microwave purchases via e-commerce set to further rise

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