



**Euromonitor
International**

Microwaves in the US

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slight volume decline for microwaves as sales normalise after the pandemic surge
- Focus on smart microwaves by manufacturers
- Share of retail e-commerce continues to rise from an already high base

PROSPECTS AND OPPORTUNITIES

- Growth expected to be mainly limited to replacement demand
- Air quality concerns set to drive demand for microwaves with ventilation
- Attractive designs and more compact models likely to remain popular

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Consumer Appliances in the US - Industry Overview

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