

Microwaves in Spain

December 2023

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2023 DEVELOPMENTS

Microwaves sales struggle to recovery after the pandemic

Combination ovens continue to receive interest from consumers looking for microwaves

Competitive landscape experienced little change during the year

PROSPECTS AND OPPORTUNITIES

Manufacturer will focus on innovation to power demand

Built-in microwaves will continue growing in popularity over the forecast period

E-commerce is expected to continue growing in importance

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