

Microwaves in Vietnam

January 2024

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Microwaves in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Downwards trend continues for increasingly old-fashioned microwaves

Few innovations seen in microwaves, due to sluggish demand

Health-conscious consumers shun microwaves in favour of other cooking methods

PROSPECTS AND OPPORTUNITIES

Ongoing decline for microwaves, due to variety of negative factors

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Less shelf space afforded to microwaves in stores

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