

# Microwaves in Japan

December 2023

**Table of Contents** 

## Microwaves in Japan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Two years of decline, after two years of growth during home seclusion

Four companies compete at the top

A basic multifunctional kitchen appliance

## PROSPECTS AND OPPORTUNITIES

Players will have difficulty differentiating

Zojirushi enters microwaves in collaboration with Galanz

Will smart functions change cooking?

#### **CATEGORY DATA**

Table 1 - Sales of Microwaves by Category: Volume 2018-2023

Table 2 - Sales of Microwaves by Category: Value 2018-2023

Table 3 - Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 4 - Sales of Microwaves by Category: % Value Growth 2018-2023

Table 5 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 6 - NBO Company Shares of Microwaves: % Volume 2019-2023

Table 7 - LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 8 - Distribution of Microwaves by Format: % Volume 2018-2023

Table 9 - Production of Microwaves: Total Volume 2018-2023

Table 10 - Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 11 - Forecast Sales of Microwaves by Category: Value 2023-2028

Table 12 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

## Consumer Appliances in Japan - Industry Overview

#### **EXECUTIVE SUMMARY**

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

#### MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

#### MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 24 - Sales of Small Appliances by Category: Volume 2018-2023

Table 25 - Sales of Small Appliances by Category: Value 2018-2023

Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

- Table 27 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 28 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 29 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 30 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 31 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 32 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 33 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 35 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 42 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 43 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/microwaves-in-japan/report.