

Microwaves in Hong Kong, China

December 2023

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Microwaves in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth for microwaves, due to small size, and ease of use for busy consumers

Panasonic and Whirlpool consolidate their positions as the leaders in microwaves

PROSPECTS AND OPPORTUNITIES

Growth in microwaves likely to plateau as economic concerns limit purchases Smart home appliance innovation to play a key role in the future of microwaves E-commerce set to continue driving sales of microwaves

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