

Microwaves in Romania

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Negative volume sales for microwaves persist, due to outdated image
Ergonomic designs and premium aesthetics can add appeal to microwaves
Microwaves lend themselves well to e-commerce

PROSPECTS AND OPPORTUNITIES

Declines will continue, with very limited scope for further developments
A slower decline expected for built-in microwaves
Some developments expected in private label

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 Romania - 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

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SOURCES

Summary 1 - Research Sources

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