

Microwaves in the Philippines

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher retail volume growth in 2023 as hectic consumer lifestyles become the norm

Multifunction microwaves gain traction

High energy-efficiency and aesthetics push the development of microwaves

PROSPECTS AND OPPORTUNITIES

Sleek designs, smart models and all-in-one function with a focus on keeping food crispy and fresh to pique the interest of consumers

Basic function models to continue to meet the usage needs and budgets of Filipino households

Retail e-commerce has room to grow through pricing and convenience

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